Measuring Digital Era Impact on Brand Interaction among Young Emerging Consumers: A Case Study of Colombian Consumers

by

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MAASTRICHT SCHOOL OF MANAGEMENT

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Dedication

To my loving Mariana, who was my sun while writing my dissertation.

To my darlings Catalina and Sophia, who supported and encouraged me during the process.

To my sweethearts Sebastian and Geronimo, who grew along with me in these last four years.

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Abstract

Traditional marketing employs the brand funnel metaphor to explain the purchasing process of customers, in order to better aim its efforts towards influencing their decisions. Said funnel is based around five stages: awareness, consideration, buy, loyalty and engagement. However, there is a new reality of hyper-connected digital consumers, which have at their disposition hundreds of means of communication, changing their relationship with brands and putting the significance and accuracy of the brand funnel into question. This is especially prevalent among young emerging consumers.

The current study measured and analyzes the impact of the digital era on brand interaction among young emerging consumers in the Colombian case, thus focusing on emerging markets, while analyzing brands in both mass consumption and durable goods markets. A structural equation model (SEM) was created to estimate how these new technologies affected the relationships between the stages of the brand funnel, while controlling factors such as media drivers, age and socioeconomic stratum.

It was found that social interactions affect consumers' confidence and hold a significant sway on purchasing decisions, especially among young consumers. Significantly, the importance of social network recommendations on purchasing decisions among young demographics in emerging markets was validated through the results of the current study.

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Chapter 1: Introduction

Background of the Problem

In the digital era, Internet influence and the adoption of social networks such as Facebook, Twitter, and Instagram as a part of daily life for young, socially emergent consumers known as a Millennials and Post-millennials, suggest that the traditional model through which mass consumption brands relate to their consumers should be subject to review. Today, young, socially emergent consumers have multiple communication channels at their disposal, with their levels of connectivity and dependence on social networks that almost mirrors their need for food and sustenance, seeing this digital tribe of connectivity satisfying the important human need of socializing and belonging to a community.

Nowadays, marketers are more focused on interacting as frequently as possible with their customers, and improving their understanding of how such interactions help sprout new customer relationships, while preserving brand loyalty in others. The basic marketing paradigm has shifted its focus from a mere exchange of goods and services, to building relationships on top of providing those goods and services (Vargo and Lusch, 2004). The introduction of several new channels and the media strategies that followed has made this transition possible and thus customer-firm interaction has now become the norm. This is also due to the considerable cost differences between traditional marketing channels and electronic media (Reinartz, Thomas, and Kumar, 2005). Low cost and enhanced interactivity enable enterprises to effectively communicate with their customers via digital media (Deighton and Barwise, 2000; Peppers and Rogers, 1993).

As suggested by Fournier (1998), marketers are increasingly bringing brands closer to consumers' everyday lives. A brand is described as an image, name or an identity that differentiates a product from others also present in a market (Keller, 1993). As stated by

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Prahalad and Ramaswamy (2004), customers are now being viewed as co-creators of brand value, and their role in establishing brand identity has gained importance. Digital media enables customers to better interact with information and participate by offering their opinions and starting trends, besides obtaining help and support from brand owners. Digital interactivity also enables customers to engage with brands in more meaningful ways.

In turn, the digital spectrum has changed the way potential customers interact with brands. Internet has introduced new technologies that have upended traditional marketing tactics (Court, Elzinga, Mulder, and Vetvik, 2009). In today's digital world, customers connect with brands in multiple ways introduced by new media channels. This level of interaction is beyond the control of both product manufacturer and retailer, and enables customers to compare a wide range of similar products, allowing them to decide about their final purchase (Court et al., 2009).

Brand Funnel Models – derived from St. Elmo Lewis funnel metaphor – have been frequently used by marketers to highlight several touch points. Customers tend to look for a brand at the wide end of the funnel, with myriads of brands on their mind before narrowing their choice. Businesses have conventionally used paid media to create awareness about their brand and create purchase interest. The funnel metaphor, as illustrated in Figure 1, fails to explain the unstable nature of consumer interaction (Court et al., 2009).

According to the funnel analogy, customers methodically narrow down their initial preferences while weighing and comparing their options, before deciding on their final product. Then comes the post-sale period in which customers determine the reliability of a brand, and the possibility of buying the same brand again. Marketers promote or "push" the product during every phase of the funnel process to influence a customer's decision as shown in Figure 1 (Court et al., 2009).

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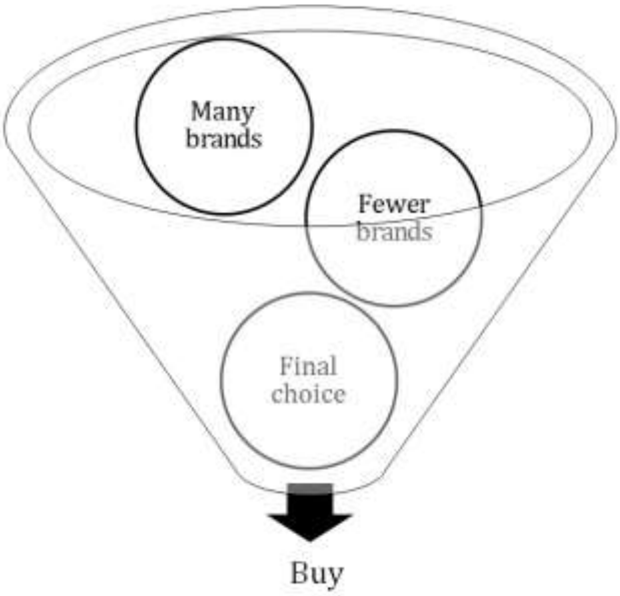

Figure 1. The consumer decision journey. Adapted from "The consumer decision journey" by Court et al., 2009. Retrieved from http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey

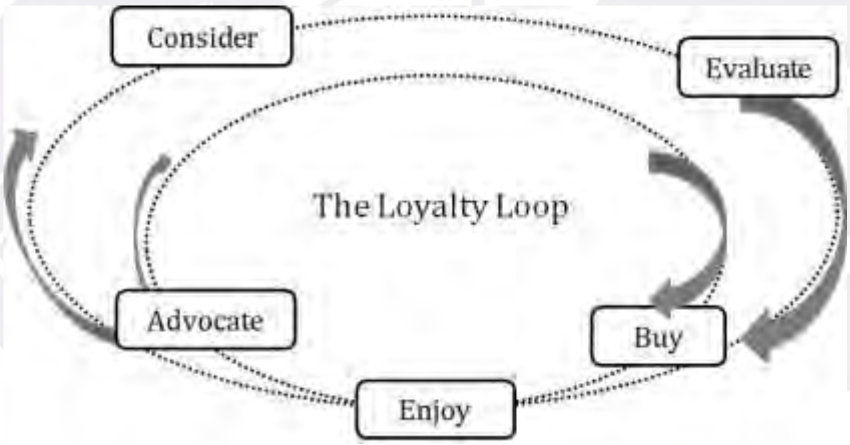

Figure 2. The loyalty loop. Adapted from "The consumer decision journey" by Court et al., 2009. Retrieved from http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey

Studies suggest that customers consistently subtract and add brands to and from a group during the evaluations phase, instead of using a methodical approach of narrowing down their choices. At the post purchase stage, consumers often share their experiences with the chosen brands online, as illustrated in Figure 2.

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Marketers frequently highlight the *consider* and *buy* phases, consistently allocating more resources than required to establish awareness through advertisements and promotions. However, Internet has increased the importance of the *evaluate* and *advocate* stages for marketing brands. Investments that aid consumers with the evaluation process and then help spread positive recommendations and reviews have become important tools for building awareness and increasing sales. Marketers predict that, if a consumer enjoys a good experience with a brand, the probability he or she will choose to purchase the same brand again will be high, thus completely bypassing the evaluation stage (Edelman, 2010b).

In contrast to the simplicity of the funnel model, contemporary research suggests that decision-making processes of today's consumers is more circular and progressive. There are four main areas where marketers can make or break their sale. These include preliminary consideration, evaluation of a product, purchase and finally post-purchase where consumers provide feedback about their experience with the product (Court, Elzinga, Mulder, and Vetvik, 2009). Internet search engines and social networks have opened a new and more complex channel for brand product exposure (Forrester, 2007; Court et al., 2009), thus leading major marketing consultant agencies to propose and revise more sophisticated models, that attempt to describe the consumers' decision-making processes. Forrester's model (2007), displayed in Figure 3, described an intricate customer journey with decisions primarily based on reviews and recommendations of peers, friends and other user-generated feedback.

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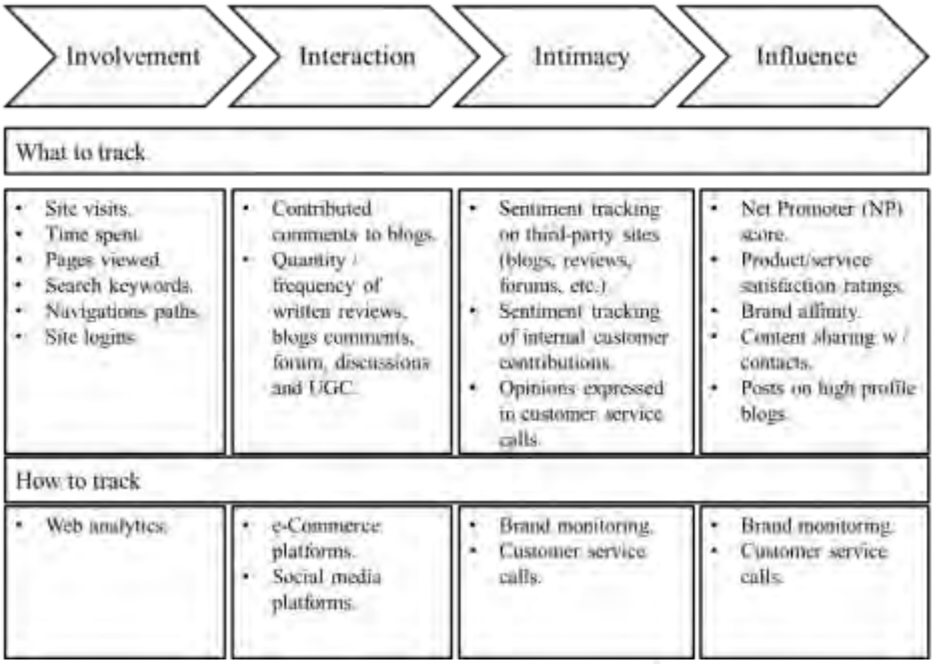

Figure 3. Forrester's model for measuring the engagement of brand advocates. Adapted from "Measuring the total economic impact of customer engagement" by Forrester, 2007, p. 205.

Court et al. (2009) developed a similar model called the McKinsey customer decision journey, as shown in Figure 4.

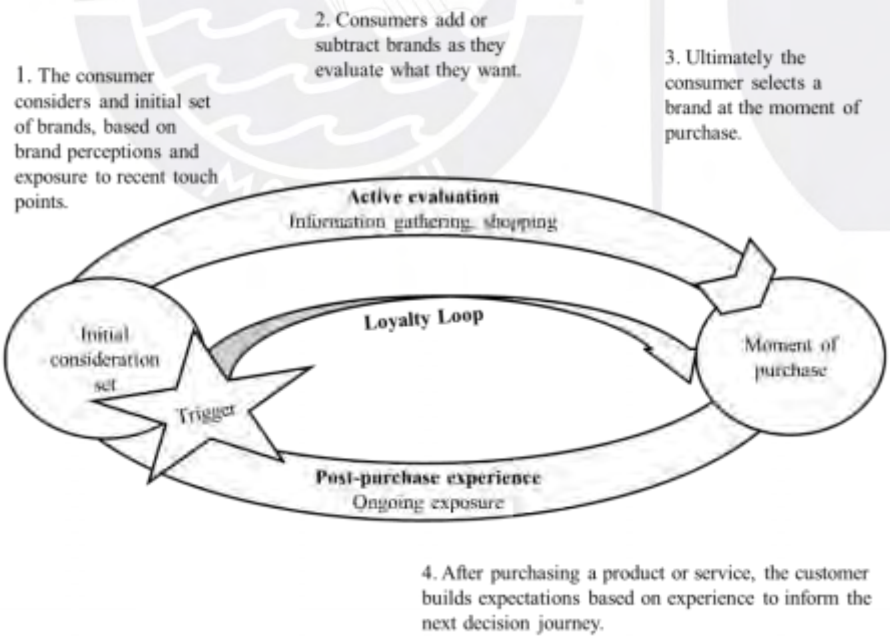

Figure 4. McKinsey consumer decision journey. Adapted from "The consumer decision journey" by Court et al., 2009. Retrieved from http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey

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Court et al. (2009) then expanded upon Forrester's model (2007) by proposing the incorporation of a purchasing loop into the original process (see Figure 5).

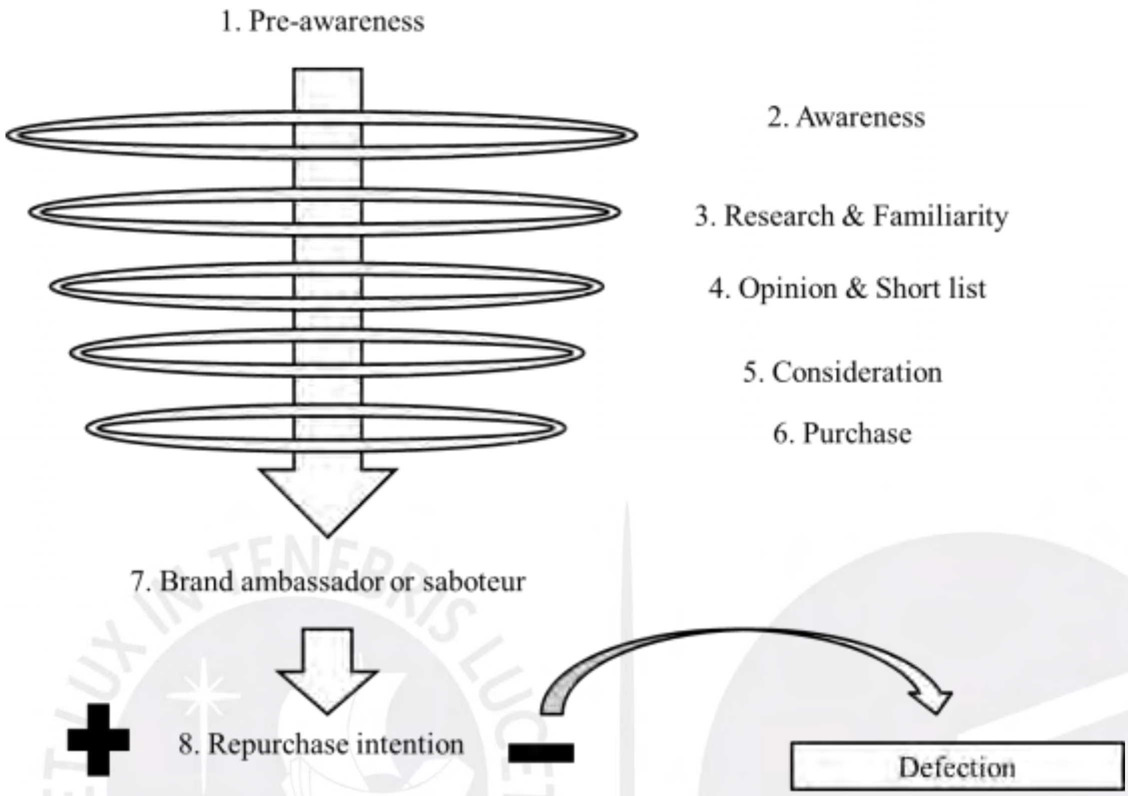

Figure 5. Modern purchase funnel. Adapted from "Marketing Made Simple", by Lancaster and Reynolds, 2003, p. 25.

In turn, consumer culture theory (CCT) describes how customers interpret symbolic meanings embedded in brands and their promotions within their personal identities and achievements (Ruggiero, 2000). According to CCT, the marketplace provides consumers with an assorted and varied platform from where they can build both their individual and collective identities. Variables related to consumer attitude highlight five types of values in the context of consumption. These are: (a) conformity, (b) security, (c) tradition, (d) self-direction, and (e) stimulation. Consumers' new product adoption (NPA) is negatively or positively influenced by their consumption behaviors and their effects may vary between demographics. These relationships are depicted in Figure 6.

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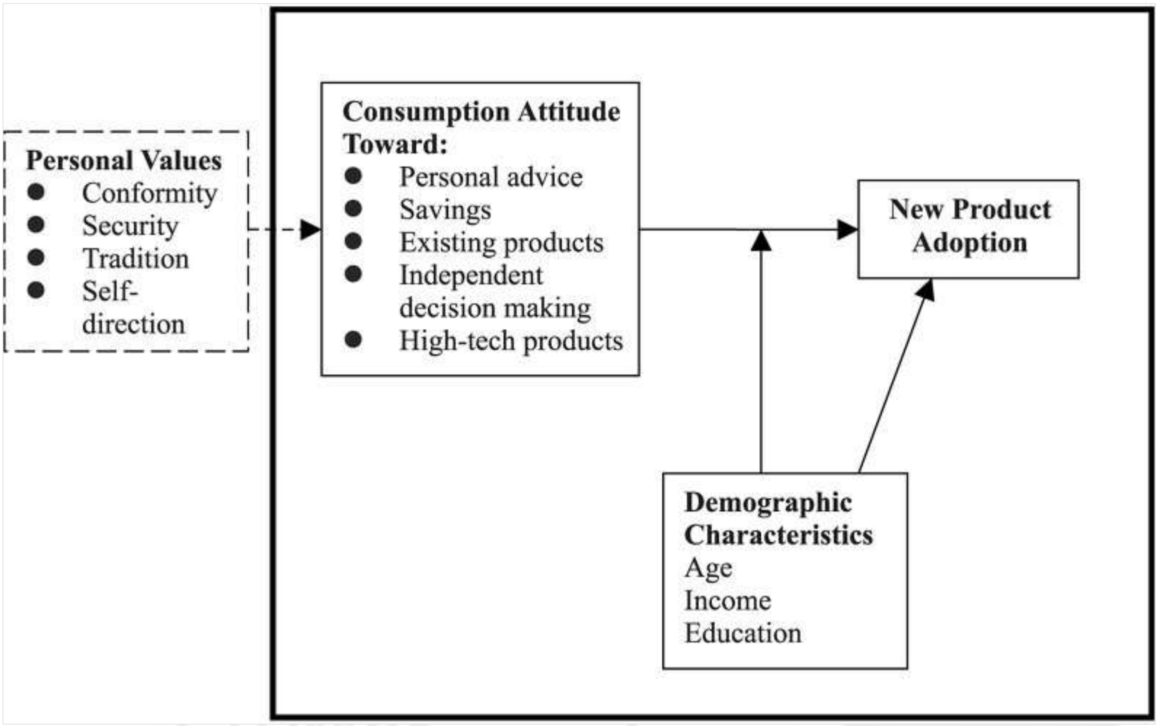

Figure 6. New product adoption model adapted from "A new product adoption model with price, advertising, and uncertainty" by Kalish, S, 1985, p. 1574.

Conformity highlights discipline and self-restraint in daily interactions, while promoting qualities such as obedience, politeness and respect for one's elders (Schwartz, Snidman and Kagan, 1992). Individuals who acknowledge conformity are likely to make decisions that obey their immediate social setting. On the other hand, people lacking those values of are more likely to focus on their individual gain (Bearden, Netemeyer, and Teel, 1989). In the context of consumption, conformity is linked with a customer's information gathering process on a new product or service (Rogers, 1995).

Consumers with high levels of conformity are more likely to depend on recommendations from family and friends on a product to effectively blend into their social setting, being less likely to respond to impersonal promotions (Clark and Staunton, 1989). Meanwhile, Internet surfers use search engines on a practically daily basis, due to their capacity to receive millions of queries in a single day and return billions of results against those queries. Given those astonishing numbers, Search Engine Marketing has become a vital

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source of promotion for e-retailers. Search engine results pages (SERPs), along with text-based advertisements, present relevant results to an individual's line of inquiry. These types of advertisements are also referred to as keyword advertisements or sponsored advertisements (Jansen and Mullen, 2008).

Digital channels provide the necessary tools for customizations. By customizing their channel and content preferences, marketers can employ digital channels to build and shape brand communication. As suggested by Simonson (2005), marketers can create personalized brand communications based on customer preferences and behaviors. Categorizing customers according to their behavior is hence vital.

The Internet World Stats Study (Internet World Research Foundation [IWRF], 2014) found the Internet penetration rate in Latin America to be at 42.9%. In Colombia, penetration reached 59.5%, implying a population of more than 13 million active users, aged 15 or older. Internet access is essential today, since access plays a large role on daily living. Internet users are online an average of three hours per day, although the average decreases to one hour a day when focusing on Internet use in places offering increased levels of social interaction, like home and work. Being online has become embedded into individual lifestyles.

Whilst online, older people tend to limit their Internet use to checking their e-mail accounts and finding information via search engines or websites. Young people are more versatile; after checking their e-mail accounts, they tend to prefer multimedia activities like listening to music, watching videos, downloading files, and socializing. Young people that were born either between 1981-1995 or 1996 to 2005, respectively called *millennials* or *generation Y*, and *post-millennials* or *generation Z*, tend to be more aware of advertising and social network interactions because their age groups perceives ads easily. They tend to find

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and prefer more attractive and dynamic advertising formats like e-video, over static formats such as magazines or physical newspapers (Omnicom Media Group, 2014).

Statement of the Problem

For more than a century, consumer goods companies have based their communication, sales and relationship strategies with their active and potential consumers, solely on the brand funnel model. Said model states that awareness, consideration, buy loyalty and engagement to a brand can be achieved via the highest possible number of communicational stimuli that a consumer receives, throughout the different consumption life cycles of products/services (Court et al., 2009; Edwards, 2011).

The intensive use of Internet, social networks, and the wide range of mass media currently available, have affected how brands establish connections with their consumers in a transcendental manner. Every day, billions of people turn to the Internet for entertainment and to engage or interact on social networks with friends. Other people turn to the Internet to conduct research, purchase products or services, or as a point of sale (e-commerce).

Since 2010, a significant percentage of searching, consulting, and sharing activities with others via social networks has been conducted through mobile devices, like cell phones and tablets using wireless access. It is impossible to ignore that Internet is the most significant development and factor of change in our global society, and that includes the world of marketing, branding and sales, and thus the process of creating consumer loyalty or a fan base. One example of the above can be found in that "…accessibility, reach, and transparency of the Internet has extended consumers' options to gather information and engage in WOM" (Henning-Thurau et al., 2004, as cited in Hutter, Hautz, Dennhardt, and Füller, 2013, p. 345).

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In turn, empowered by the Internet and search engines, as well as better quantitative skills, consumers have become better informed and more discerning (Rodriguez, 2014). Consumer review sites and the top ten social networks provide a platform in which people's opinions and experiences, both good and bad, can be shared with millions of potential consumers worldwide. These consumer reviews and product or service ratings are competing for a share of space in the mind of consumers at any moment. This phenomenon is not only evident in developed economies: in emerging economies, a social explosion brought on by improvements in socio-economic conditions that enabled rapid Internet access growth, this has enabled citizens to use social networks and all other forms of digital interaction.

This disruption has forced companies to understand better the impact of these new channels on their customers' purchase decisions and brand perception (Hutter, et al., 2013), as well as reviewing the returns on their investment in these new channels (Weinberg and Pehlivan, 2011). Also, companies are attempting to grasp the behaviors of younger consumers, especially Millennials, who are more empowered than their predecessors (Rodriguez, 2014), while keeping in mind the particularities of consumers in emerging economies.

Purpose of the Study

The purpose of the current study is to assess the impact of social networks on the relationships behind the traditional funnel model, considering that: (a) the digital era consumer is different from the consumer during the pre-Internet era; (b) traditional mass media has continued to lose influence in recent years; and (c) social digital networks have become increasingly central in the daily lives of consumers, creating a more discerning and better informed consumer (Balan, 2014; Khoo, 2014).

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For such goal, the impact of social networks on brand engagement and purchase decisions was assessed, as well as their impact on the various stages of the brand funnel model (awareness, familiarity, consideration, purchase, and loyalty), recommendations and word-of-mouth (WOM) advertising, through a structural equation model (SEM) including the five stages of the brand funnel model. Special focus was put on millennial consumers in developing countries, as these are a subgroup whose study is required due to market size and affinity with social networks.

Significance of the Problem

In Colombia, companies and the State projected to invest more than 2.8 billion dollars on media in 2015 (Omnicom Media, 2014). During the last five years, advertising investments have grown by 7% on average, and are projected to show an annual sustained growth of 8% between 2012 and 2020 (Omnicom Media, 2014). Fast-moving consumer goods companies represent 70% of this investment.

Media agencies managing these resources usually seek opportunities to ensure their brands' increased visibility through traditional mass media like national TV, cable TV, newspapers, magazines, billboards, radio, and more recently, digital media. Not sources that explain the behavior of consumers in the digital age who are socially emergent in the context of Latin American countries and worldwide. The theories and models developed until now focused on socially developed consumers' countries, with some references to Asia and Africa. Therefore, it is pertinent to delve further into the media consumption habits of consumers who were born in the digital age, who are socially emerging and whose interactions with brands could be different to consumers of other generations in Latin America.

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Within the close consumer-brand connection, a kind of social contract is identifiable that determines the existence of uses and gratification theories, explained in terms of preferred media, consumer psychological needs, and the role that the media play in this sociocultural process. Theories of adoption of new products, strengthening of weak ties, and media dependency complement the explanation of consumer behaviors.

The latter made its appearance in Colombia within the last decade, but its role in marketing has only gained prominence during the last six years. Despite its late start, the growth of digital media marketing has been phenomenal, going from 1% in 2007 to 7% in 2012, with a projected growth of more than 15% by 2017 (Omnicom Media, 2014). Management at consumer goods companies support its growth, marketing strategies, and concepts like awareness, consideration, purchase, loyalty and re-purchase of products from the brand funnel metaphor.

Academics and experts with quantifiable results have developed the majority of existing metrics used in measuring the effectiveness of a brand investment (ROI). However, there is no simulation model in which scenarios can be tested as to whether consumers' behaviors in different stages of the new brand funnel change in relation to niche advertising that targets consumers from specific socioeconomic levels, or age groups and products type. The findings, recommendations, and models proposed by this research would directly benefit the academic community in Colombia and Latin America, and to the business CEOs, marketing and sales managers.

Nature of the Study

The current research follows a quantitative nature. Conversely, a quantitative correlational technique was employed. Specifically, structural equation modelling (SEM) was the statistical approach employed to answer the research questions of the current study. This

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method provides the opportunity to test the hypothesized model in a simultaneous analysis of the entire system of variables to determine the parameter estimates and model fit.

Structural equation modeling (SEM) was selected due to its ability to provide a sensible result for the estimation of the probabilities related to the model. A structural equation model was built to compile a state-transition cyclic population related to the consumption and the motivation of the consumer. The simulation model was based on the modern funnel analogy described by Court et al. (2009).

A survey was used on a descriptive section of the Colombian population, to update the previously identified evidence. Both evidence sources were integrated into a structural equation model for analysis, to evaluate different investment strategies and their effect on consumer behavior, as well as creating consumer behaviors paths from data.

It can be stated the current research follows an explanatory nature, as it follows the definition laid out by Gray (2013) for that type of studies, namely:

> An explanatory study sets out to explain and account for the descriptive information. So, while descriptive studies may ask 'what' kinds of questions, explanatory studies seek to ask 'why' and 'how' questions (…) some studies can also be correlative in nature, with the emphasis on discovering causal relationships between variables (p. 36).

In turn, the epistemological approach followed by the study can be defined as objectivist, which states that:

> Reality exists independently of consciousness – in other words, there is an objective reality 'out there'. So, research is about discovering this objective truth. In doing this, researchers should strive not to include their own feelings and values. Objectivism, however, does not entail the rejection of subjectivity: we can study peoples'

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subjective views (their values, attitudes and beliefs) but we must do so objectively (Gray, 2013, p. 20).

According to Gray (2013), such approach is closely related to the positivist perspective, which sees reality as something to be investigated by the researcher using a scientific inquiry. As the research follows a quantitative, correlational method, it can be stated it adheres to such perspective, as an orderly application of statistical techniques allows an objective, structured approach to a reality.

Research Questions

As this is a confirmatory study, the five stages of the modern funnel model (Court et al., 2009) were reviewed for methodological reasons; thereafter, the research questions for this investigation are listed. Research questions 6 and 7, and their respective hypotheses (H6 and H7) were the focus of the research.

The research questions for the current study were as follows:

1. Does the level of advertising in all media drivers increase awareness for all types of consumers when they recognize a brand in particular?
2. Have the options in the brand set considered by consumers at the time of buying a service or a product, already undergone a filter process that eliminated those brands that the consumer did not see or hear about in the media at any time in the past?
3. Is purchasing a product in physical or virtual outlets directly related to brand knowledge, which gained through advertising influences on consumers by the media prior to the purchase?
4. Are brand adoption and consumer loyalty as the first choice at the moment of purchasing, achieved with high levels of advertising through media drivers?

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5. Do factors like word of mouth, interaction with the brand, and memorable experiences, affect consumer engagement at the moment of purchasing or repurchasing products, services, or both?
6. How does the impact of media investment in brands differ according to consumer demographics (age and socioeconomic status) at each stage of the brand funnel?
7. Can a high level of brand engagement lead consumers to consider buying a brand through a social network recommendation, despite never having seen any type of advertising about that brand?

Hypotheses

$H1_a$: Higher levels of advertising in all media increase awareness among all types of consumers, when they recognize a brand in particular.

$H1_0$: Higher levels of advertising in all media drivers do not increase awareness for all types of consumers, when they recognize a brand in particular.

$H2_a$: The set of brands to be considered by customers during purchase has undergone a filter process that eliminated those brands the consumer did not see or hear in media.

$H2_0$: The set of brands to be considered by customers during purchase has not undergone a filter process that eliminated those brands the consumer did not see or hear in media.

$H3_a$: The materialization of purchased products in physical or virtual outlets is directly related to brand knowledge, achieved through advertising exposure.

$H3_0$: The materialization of purchased products in physical or virtual outlets is not directly related to brand knowledge, achieved through advertising exposure.

$H4_a$**:** Brand adoption and consumer loyalty, are achieved with high levels of advertising consumer´s exposure.

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$H4_0$: Brand adoption and consumer loyalty, are not achieved with high levels of advertising consumer´s exposure.

$H5_a$: Factors like word of mouth, interaction with the brands, and memorable experiences impact consumer engagement at the moment of purchasing and/or re-purchasing products or services.

$H5_0$: Factors like word of mouth, interaction with the brand, and memorable experiences does not affect consumer´s engagement at the moment of purchasing and/or re-purchasing products or services.

$H6_a$: The impact of media investment in brands differ according to consumer's demographic (age and socioeconomic status).

$H6_0$: The impact of media investment in brands does not differ according to consumer's demographic (age and socioeconomic status) at each stage of the brand funnel.

$H7_{a:}$ High level of brands 'engagement built through a social network recommendation, move consumers buy decision, despite having never seen in traditional media any type of advertising.

$H7_0$**:** High level of brands 'engagement built through a social network recommendation, does not move consumers buy decision, despite having never seen in traditional media any type of advertising.

Theoretical Framework

One of the main theoretical foundations for the current study lies on the *hierarchy of effects theory* (Palda, 1966). According to this, differences exist in the advertising effect made through different media used to influence the purchasing of products and services based on different age ranges or socioeconomic levels or both. The central idea is that each

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communication exposure may move the consumer forward through a hierarchical sequence of events, from cognition, in other words, thinking (awareness and consideration), to affect or feeling (liking and preference), and ultimately, to conation or doing (purchase intent and purchase). Coined “hierarchy of effects” (HOE) by Palda (1966), these concepts were incorporated to general models of consumer behavior (Sheth, 1968) and became widely used in their different variations (Vakratas D., Ambler, T., 1996). As a recent example, Keller and Lehmann (2006) proposed five aspects of customer-based brand equity: Awareness, associations, attitude, attachment and action.

The other main theory serving as support is the *consumer culture theory*. On this, advice provided by Miller (1995) to anthropologists to study consumption in combination with production aided several modifications in consumer behavior studies that led to new avenues of research. Several terms like postmodern, humanistic, interpretive and naturalistic have been incorporated since the 80s to define the new methodology. A new term “consumer culture theory” that comprehensively describes this multifaceted approach finally surfaced in 2005 and was coined by Arnould and Thompson (as cited in Joy and Li, 2012).

Consumer culture theory is a way to analyze consumption apart from the existing frameworks or psychology and economics. It provides a distributed view of cultural meaning (Hannerz, 1992), one created, sustained, and transformed by larger social and cultural forces such as myths, narratives, and ideologies. “Free from conventional notions of social patterns, CCT, however, arises from specific socio-economic frameworks with the influence of market capitalism and globalization thoroughly visible in all CCT related investigations” (Arnould and Thompson, 2005, p. 230).

The concepts researched by CCT shift through the process-oriented classes of disposition, consumption and acquisition in a much similar way that the hypothetical

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boundaries of market research surpass 4Ps framework. In other words, CCT has innovated consumer behavior knowledge by highlighting various sociocultural factors and platforms linked to: (a) mass-mediated marketplace ideologies, (b) customer identity projects, (c) socio-historic modelling of consumption, and (d) marketplace traditions.

Definition of Terms

Digital channels are communication paths that include digital signals only. All voice and video signals must be converted from analogue to digital in order to be carried over a digital channel (Kruger, 2001).

Brand purchase funnel is a model used to describe the customer's journey from the moment of first contact with the brand to the ultimate goal of a purchase in theoretical terms. This model is useful in the sense that it provides a way to comprehend and track the mind-set of a consumer during the sale process (Edelman, 2010a).

Brand awareness is the likelihood that consumers will recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product (Kotler, 2000).

Brand loyalty is the extent of the loyalty of consumers to a brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands (Aaker, Dumer and Day, 1997).

Fast moving consumer goods (FMCG) *products* are products that are frequently purchased due to being essential or non-essential goods such as food, toiletries, soft drinks, and disposable diapers (Omnicom Media Group, 2014).

Hierarchy of effects **(**HOE) is a hierarchical representation of how advertising influences a consumer's decision to purchase or not purchase a product or service over time. The hierarchy of effects theory is used to set up a structured series of advertising message

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objectives for a product, with the goal of building upon each successive objective until a sale is ultimately made. The objectives of a campaign are, in order of delivery, awareness, knowledge, liking, preference, conviction, and purchase (Palda, 1966).

Consumer culture theory is a marketing school of thought interested in studying consumption choices and behaviors from a social and cultural point of view, as opposed to an economic or psychological point of view (Arnould and Thompson, 2005).

It does not offer a grand unifying theory but “refers to a family of theoretical perspectives that address the dynamic relationships between consumer actions, the marketplace, and cultural meanings” (Arnould and Thompson, 2005, p. 872). Consumer culture is viewed as a “social arrangement in which the relations between live culture and social resources, between meaningful ways of life and the symbolic and material resources on which they depend, are mediated through markets” (Arnould and Thompson, 2006, p. 882).

Uses and gratification (UGT) *theory* is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. Wandering from other media philosophies that focus on “what do media do to people”, the UGT theory concentrates on questions like “what do people with media” (Ruggiero, 2000, p. 37).

Paid or bought media are media where there is investment in visitors, reach, or conversions through search, display ad networks or affiliate marketing. Offline traditional media like print and TV advertising and direct mail remain important, accounting for most spending on paid media (Stephen and Galak, 2012).

Media owned is referred to owned media by the brand. This includes blogs, websites, apps and social media content, retail stores (Yu, 2012).

New product adoption (NPA) *theory* is the new product adoption process and includes the set of mental steps customers go through beginning with first becoming aware of

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the new product's existence, and ending with the decision to adopt the product for continued and regular use. The process is a type of consumer decision-making model. The steps in the NPA theory consist of awareness, interest, evaluation, trial, and adoption (Moore and Benbasat, 1991).

Web 2.0 is a collective term for certain applications on the Internet and the World Wide Web, including blogs, wikis, video sharing services, and social media websites such as Facebook and Myspace, which focus on interactive sharing and participatory collaboration rather than simple content delivery (O'Reilly, 2004).

Assumptions

An underlying assumption of the research is that every consumer responds in the same way to advertising media that aims to generate remembrance, consideration, purchase intention, and brand adoption as the first option at the exact moment of purchase, and to establish loyalty and engagement to this brand. Also, given the complexity of commercial models, the research aimed to measure how media investment variables affect company sales.

Figure 7. Commercial model for fast-moving consumer goods companies.

Other variables of the commercial model for fast moving consumer goods companies, such as sales base, distribution, exhibition, price, and competition, are not taken into account during this research. Therefore, for the purposes of this study, it was assumed that these variables remain constant.

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Limitations

The instrument was deployed on a sample of 800 Colombian consumers from different age groups: 14-19 years, 19-24 years, 25-29 years, 30-34 years, 35-39 years, 40-45 years, and over 45 years. The rationale for this segmentation is to test the media consumption behaviors of *post-millennials* (born 1996-2000, also called *generation Z*), *millennials* (born between 1981 and 1995, also called g*eneration Y*) and *pre-millennials* (born among 1964-1980, also called *generation X*).

Therefore, the final sample did not include people with ages outside those age bands, while attempting to give greater emphasis to Millennials in the sample. In turn, data was gathered once, thus turning the research into a cross-sectional study. Finally, the emphasis of the study was FMCG products.

Delimitations

This study was focused on the results that are extracted from a survey questionnaire used to measure and catalogue media consumption habits among Colombian consumers. The survey was conducted in the four main cities in the nation, on a total sample of 800 respondents. The survey was also designed to consider the following theories: hierarchy of effects (brand funnel models), consumer culture theories, and uses and gratifications theories. Key variables were socioeconomic level, age, media drivers, and product categories.

The sample was limited to urban Colombian consumers, belonging to the four largest Colombian cities. This was done in order to ensure an accurate representation of all Colombian regions, their consumers and tastes. As shown in Table 1, these four cities also comprise almost 30% of the Colombian population, while being net recipients of internal migrants. This confers them diversity in their consumers.

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Table 1

Population of the Colombian cities selected for the survey

City	Population	% of Colombian population
Bogota	7’963,379	16.37 %
Medellin	2’486,723	5.10 %
Cali	2’394,925	4.91 %
Barranquilla	1’223.686	2.51 %
TOTAL	14’085,265	28.89 %

Source: DANE (2016)

Summary

Customers are not mere inert receivers in the marketing exchange practices. Today, customers are actively participating in suggesting product design and creating marketing campaigns (Berthon, Pitt, McCarthy, and Kates, 2007). As opposed to the conventional Web 1.0, Web 2.0 has catapulted consumer – business interaction to a completely new level, and it has empowered consumers to dictate content, nature and extent of marketing exchanges. According to Garretson (2008) “Consumers increasingly use digital media not just to research products and services, but to engage the companies they buy from, as well as other consumers who may have valuable insights” (p. 12). According to Hanna, Rohm, and Critenden (2011) rapid developments occurring within the digital marketing spectrum have redefined marketing strategies and social media. According to Hansen, Shneiderman, and Smith (2010) technologies associated with social media have enabled brand new ways of digital interaction. This led Harris (2009) to comment on the plethora of social networking tools available on the Internet, which enable a consumer to perform a variety of activities like sharing pictures, podcasts, videos and wikis and so forth. Anderson and Wolff (2010) stressed upon the importance of portable devices for accessing these tools. Karpinski (2005) defined

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customers of media as organized, intelligent individuals who are trusting of the opinions of their peers.

Hansen et al. (2011) brought up that a core reason why "bottom-up marketing" takes places is because "billions of people create trillions of connections through social media each day" (p. 3). Over the course of time, these connections transform into relationships that lead to the creation of a huge social network of consumers where they can dictate their product choices to marketers. According to Metcalfe's law, the value of a social network increases in proportion to the square of its connections. Clue Train Manifesto, which provided one of the earliest insights into the newly developed social media ecosystem, revealed that these markets are not about promotional messages but rather conversations among individuals (Levine, Locke, Searle, and Weinberger, 2000). These conversations consist of product discussions, which are constantly being marketed to other individuals present in a specific social circle. It is vital to express opinion, such is the nature of these dynamic social media platforms and silence is not an option. In short, digital marketing is about engaging customers through conversations and blends the ingredients of traditional and contemporary marketing techniques (Hanna et al., 2011).

A staggering 80% of the customer experience transitional economies and emerging consumer markets to advance the comprehension of consumer behavior and, therefore, advance consumer research; it is important to study frameworks and theories developed in the western culture in the context of emerging consumer markets (ECMs) (Steenkamp and Burgess, 2002). Although many theories of consumer behavior have been fashioned by borrowing eclectically across behavioral sciences (Ward and Robertson, 1973), consumer researchers have been less eclectic when selecting populations on which to test their theories. Much of the currently existing information has been gathered from experimental researches

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of customers in countries like the USA. Another vital measure to advance consumer research requires legitimacy of frameworks and theories and their scope of application to be studied in emerging economies (Bagozzi, 1994; Douglas and Craig, 1997; Lee and Green, 1991; Parker and Tavassoli, 2000). It is in this vein that Monroe (1993), urged consumer behavior researchers “to move beyond the relative security of our own backyards and investigate issues relative to consumption on an international basis” (p. v).

Young adults and teens are usually thought of as an elusive market sector. This is primarily because marketers consider this demographic to be one segment instead of several small segments. *Millennials*, in this context, are a diverse demographic because they incorporate traits from several segments and have unique content consumption tendencies (Geraci, 2004).

The concerns faced by teenagers and young adults about a brand are primarily its functional aspects and value. These demographic groups seek a good quality product that is accessible, trending and at a fair price point. Teenagers associated image with quality and is important once the functional aspects of a product are confirmed. Many brands try to project a cool image to appeal to this demographic, as well as delivering high quality and functionality (Geraci, 2004).

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Chapter 2: Review of the Literature

Given the appearance of information technologies as a significant channel in marketing, the validity and reliability of traditional purchase models have been put into question. However, analyses developed so far have been focused on consumers from economically and socially developed countries, with some references to Asia and Africa. Therefore, it is pertinent to delve further into the media consumption habits of Latin American consumers who were born in the digital age, who are socially emerging and whose interactions with brands could be different to consumers of other generations in the region.

In this chapter, a deep analysis will be presented on how the development process of awareness, consideration, purchase, loyalty and engagement towards brands, better known as the modern brand funnel, has progressed towards a more cyclical, circular, and dynamic process in the consumer decision journey.

Adopting innovation and network autocorrelation

According to Rogers (2003) individual's decision to take up (or not) an invention is not an immediate decision but a steady process that gradually occurs over a passage of time and covers several other actions. Rogers (2003) highlighted five successive levels in innovation adoption: (a) The knowledge level, where an individual gathers information about an innovation; (b) The persuasion level, where the individual establishes an opinion about an innovation; (c) The decision level, where the individual accepts or rejects an innovation; (d) The implementation level, where a new idea is executed; and finally (e) The confirmation level, where decisions are cemented.

The perception of these attributes affects individuals' decisions to adopt an innovation or not. Consumers' characteristics do affect the way their perceptions of innovations (and their attributes) are translated into actual adoption behavior (Rogers, 2003). In their decision

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to accept a new idea, adopters' innovativeness is seen as playing an important role. Rogers defines innovativeness as the relative time of adoption He categorized innovation adopters into groups in terms of the innovativeness of adopters: (a) innovators, who are venturesome; (b) early adopters, who are role models for many members of a social system; (c) the early majority, who are thoughtful; (d) the late majority, who are skeptical; and (e) laggards, who are traditional. Studies prove that several vital differences are present among the adopter groups in context of communication behavior, socioeconomic status and personality.

Socialization theory maintains that peer classes are accountable for establishing behavioral homogeneity in a group (Homans, 1974; Olson, 1971). The assertion is that young adults being affected by their peers will imitate the peer's attitude, therefore discovering similarities with their friends in the process.

A completely opposite approach to this paradigm would be one in which the network is perceived as dynamic but its variables are considered static, for instance, studies on friendships formation (Moody, 2002). Studies on friendships and similarities among friends are described through selection. A primary cause for this, according to psychologists, is "homophily" – a process through which young adults seek likeminded individuals (McPherson, 2001). The argument can be protracted to encompass casual forms of social settings; such as opportunities to interact with other individuals (Pattison and Robins, 2002).

Theories of Low-Level and Variable Audience Activity

Ruggiero (2000) stated the main variables affecting audience activity are: (a) time based relations (post exposure and expectation of an activity), (b) degree of involvement (friendship, ambient noise), and (c) habitual use (slight stimulation) point to a less active audience than previously believed. Time relations theory proposed that viewers are selective and goal focused differently at different times during the pre and post-media exposure

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processes (Levy and Windahl, 1984). Lemish (1985, as cited in Ruggiero, 2000), for instance, discovered that college students built their schedules around specific TV shows, established program-focused groups and debated the content with other individuals.

Degree of involvement states that the inspiration to incorporate the use of mass media is also influenced by how a person relies on it, and to what extent it satisfies his or her need (Lichtenstein and Rosenfeld, 1983). Rayburn and Palmgreen (1982, as cited in Ruggiero, 2000) created an expectancy framework that effectively forecasts satisfaction anticipated from watching television news. In their research, these authors united expectancy value theory with uses and gratifications to establish an expected value model for sought gratifications sought and obtained gratifications (Ruggiero, 2000).

Rubin (1984) proposed that habitual viewing involved regular use of television for distraction purposes on the other hand; instrumental viewing projects a more goal-driven need to watch television to gather news or information. Rubin (1984, as cited in Ruggiero, 2000) warned that both habitual and instrumental use of media is not separate notions but, in fact, interconnected. Just like an audience' activity can vary, people may use media either instrumentally or habitually depending on their circumstances.

Gratification and motivation have become even more important variables for audience assessment as rapidly involving technologies present individuals with plethora of media choices. The keen interest displayed by scholars in audience that remains online is particularly interesting because of the characteristics of newer media. Interactive media is responsible for blurring the line between the sender and receiver of messages (Singer, 1998). Internet consists of three properties of data that are not usually linked with traditional media: synchronicity, interactivity, and demassification. Williams (1998) described demassification

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as “the control of the individual over the medium which likens the new media to face-to-face interpersonal communication” (p. 12).

Ruggiero (2000) stressed that “demassification is the capability of choosing media from a wide palette” (p.15). Chamberlain (1994) stated that the populace has entered an age of demassification in which people are able to select media from a wide variety through the introduction of new technologies, and which was previously only available as mass media.

As compared to conventional mass media, new media like the Internet has introduced selectivity features that enable people to customize messages according to their needs. Rogers (1995) stressed that “these innovative characteristics make it tough to examine the influence of a new communication system through prior studies” (p.9). Rogers (2003) reinforced that “conventional research methodologies and the traditional models of human communication are inadequate. That’s why the new communication technologies represent a new ball game for communication research” (p. 7).

Brand loyalty

Consumer brand loyalty is a concept that has been comprehensively researched and has been useful for businesses by generating word-of-mouth publicity and cutting down on expenses (Liu, 2006; Oliver, 1999). Consumer brand loyalty is described as a positive association with a brand and the tendency to repurchase its products despite competitor promotions (Liu, 2006; Oliver, 1999; Wood, 2004). Oliver’s (1999) framework of customer loyalty proposes that loyalty with a brand occurs in four stages, as shown in Figure 8.

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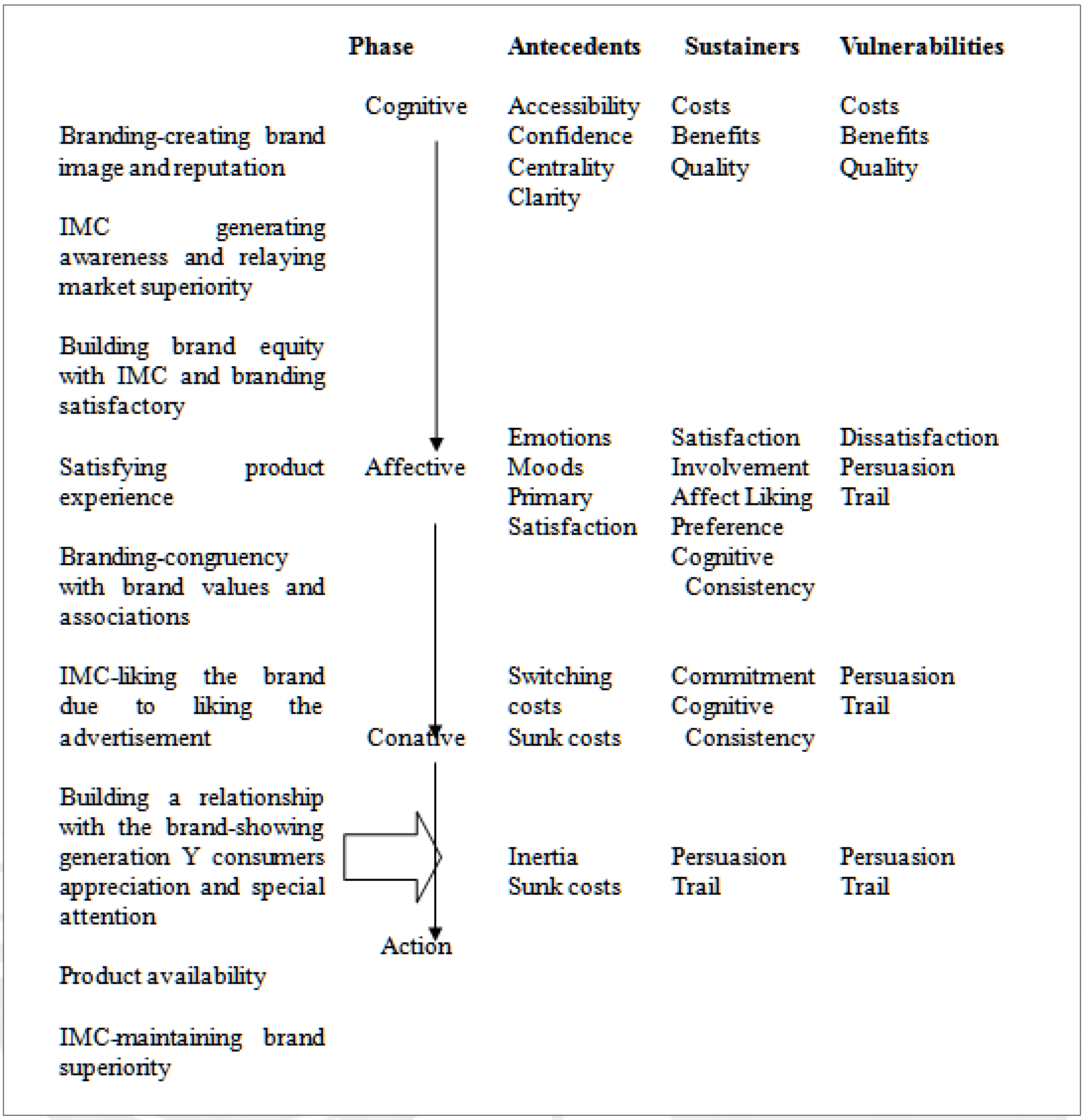

Figure 8. Model of brand loyalty. Adapted from "Whence consumer loyalty. Journal of Marketing 63, pp. 33-44.

In the first stage of Oliver's (1999) model, a customer forms a loyalty towards a brand. This phase is called cognitive loyalty and occurs when customers rank the brand as the best one available in the market to meet their needs. This loyalty is formed over the cost versus benefits concept and has little to do with the brand itself (Oliver, 1999). Furthermore, it is vital to effectively communicate various product characteristics and price (Oliver, 1999). The first stage is considered a fickle one as consumers have not yet experienced the brand/product, and are vulnerable to switch to a competitor brand. Satisfaction is described as

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a gratifying experience in response to consumption or usage (Cadotte, Woodruff, and Jenkins, 1987). Satisfaction, once achieved, paves the way for positive perception of the brand, leading to stage two of the model (Pasovac, Sanbonmatsu and Fazio, 1997).

Once a customer has a positive experience with a brand or a product, they move onto the loyalty phase, where they become frequent users of the brand and like it because of its cost benefit ratio. However, they remain vulnerable to change, and can switch if a better product, with a lower price, is introduced (Oliver, 1999).

Once consumers have established a firm bond with the brand due to several factors like quality, satisfaction and likeability, they move onto the third stage of the model where they develop cognitive loyalty. This is where consumers become unofficial advocates of the brand and consistently provide feedback to the company to improve its quality and assist with its promotional activities. However, the customers continue to remain vulnerable to change if a competitor's product supersedes in both price and quality.

After the first three stages, if the brand manages to retain its quality and is widely available for purchase, then the consumer moves onto the final stage of the model also called action loyalty. In this phase, the customer is willing to ignore competitor brands and overlook any obstacles to buy the same brand again (Oliver, 1999).

Conditional value is dependent on value evaluation and manifests only within specific conditions (Holbrook, 1994). As stated by Rundle-Thiele and Bennett (2001), the best method to initialize loyalty is to examine both behaviors and attitudes. Brand communication establishes customer loyalty mostly through relatable content and extent. Information handling initialized by casual brand communication builds consumer commitment and value, as well as communication enhancement significantly improves consumer commitment and value. Improvement in methods of communication enhances customer loyalty in terms of

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behavior and attitude. On the other hand, if not properly assessed, an increment in communication can annoy a consumer to the point that he or she may opt for a competitor brand with the sole purpose of avoiding spam marketing (Oliver, 1999).

Interactive personalization

Research has proven that a large variety of a single product can lead to information overload and confusion. First, a surge in product variety does not guarantee greater value to the consumers and can lead to confusion. Second, while researchers believe that some consumers may enjoy interacting with the company and providing their input on product development others might find the exercise annoying due to lack of skills or expertise (Bendapudi and Leone, 2003). As a result, frequent customization can cause confusion and dissatisfaction in the end (Huffman and Kahn, 1998).

Fry and McCain (1983) discovered that an individual's inspirations, assessments and expectations decide the benefits of a medium. The use of Internet varies among people; some people have specific goals they want to achieve by visiting certain websites and some are new to the medium and use it to learn the technology and have some fun. Furthermore, in digital discussion forums, some users actively participate in discussions while other chose to be silent observers (Ruggiero, 2000).

Fredin and David (1998) stated that audience activity in context of hypermedia use has three interconnected features that require observation of individual user interaction. First, hypermedia required consistent replies from the audience as it halts if the response process stops. Second, the audience is given a wide variety of options to choose from. Third, a person's choices are often reliant on a sequence of prior responses. Sundar (1998, as cited in Ruggiero, 2000) argued that veteran Internet users made choices different from those of beginners especially when it came to accessing electronic news stories.

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To improve customer interaction and to evade confusion, one-to-one marketing techniques have become quite popular among experts (Peppers and Rogers, 1993). In fact, one-to-one customizations attempt to improve interaction among the firm and the consumers, along with presenting customized value in form of support and terms of services. Wind and Rangaswamy (2001) described "customization" as an involvement with firms during initial stages of product development provides consumers with many opportunities to give their input about product design and functionality. Based on these opportunities, Prahalad and Ramaswamy (2004) presented a notion of co-creation containing "joint creation of value by the company and the customer" (p. 5). Co-creation exercises are fully formed in context of business-to-business (B2B) platforms and are progressively implemented in business to customers (B2C) markets.

Reverse marketing is another paradigm that is quickly gaining traction in customer-driven variation. Sawhney and Kotler (2001) stressed on the progression of marketers: "in the information-rich regime, marketers need to evolve further towards customer-configured offerings, where the customization is done by customers and not by marketers" (p. 394). Reverse marketing engages a consumer by letting him or her assist with product design (Thomke and Von Hippel, 2002). Some businesses allow consumers to design their own jewelry and the company manufactures the final product.

Engagement

Carfi (2011) described social business strategy by three elements:

1. The social interaction voyage: The voyage is an identifiable evolution of social interaction abilities that a large business goes through while transforming into a social business.

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2. The relationship evolution: Though the notion of "purchase funnel" has been clearly understood for decades, there is a lack of conversations regarding a progress of business over the course of time.
3. The social interaction matrix: A study of the process that focuses on brand-customer interaction on a social level, especially when both parties have different points of view about the relationship (see Figure 9).

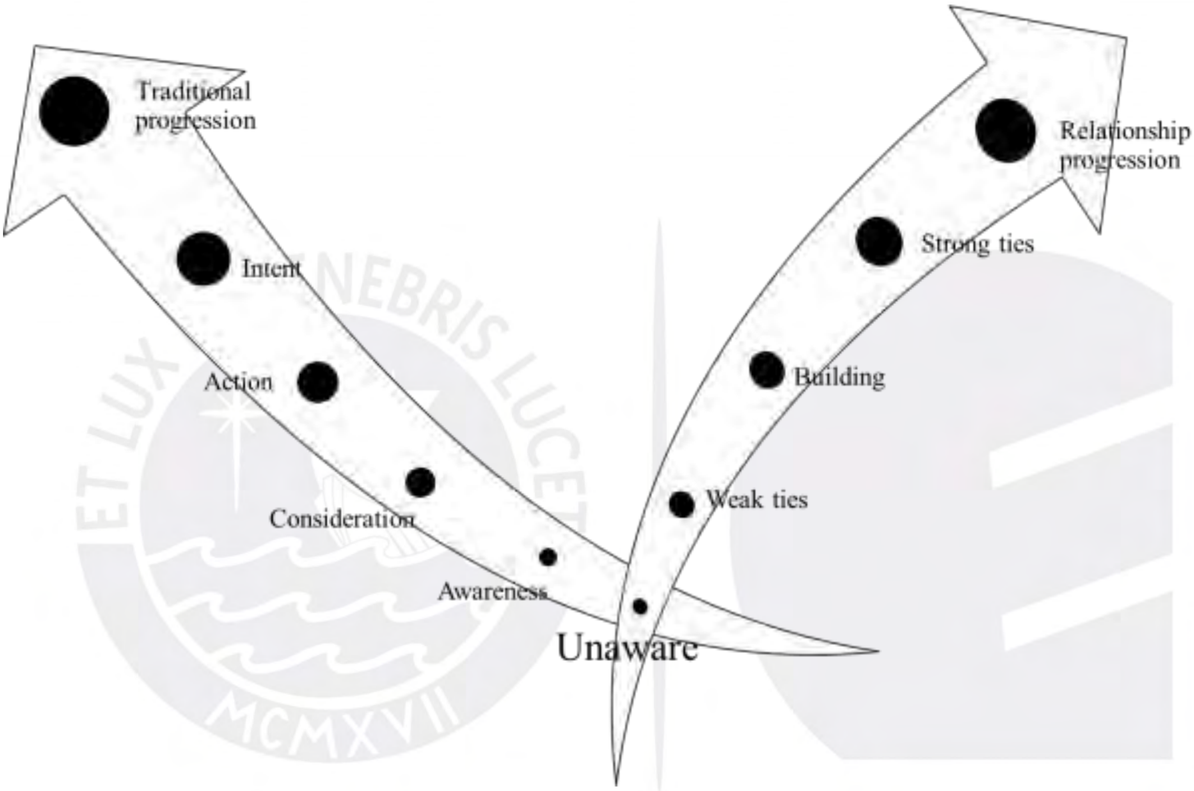

Figure 9. The social engagement matrix. Adapted from "The social customer manifesto" by Carfi, 2011, p. 23. Retrieved from www.socialbusinessnews.com/author/chris-carfi

As a result of the deep analysis of loyalty in the millennial's social emerging consumers, engagement with the brands through personal interaction and sharing opinions about experiences of consumption and relationships could lead for revised brand funnel dimensions. Sociological theories have been applied to understand how consumers react to social network influences.

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For instance, the symbolic interactionism theory put forth by Mead (1934) defined how individuals build realities and establish identities through social interaction. Said theory remains relevant despite the fact the social interaction has changed significantly in this digital age. Implementing the symbolic interaction framework can help to understand how Internet communities reshape personal realities and identities and present a huge network with which to form relationships (Martinka, 2012).

Mead (1934) maintained that social engagements are “central to the development of one’s social identity and functioning according to shared norms and values” (p.60). The benefits are found in how an individual chooses to build a social reality or the way a person communicates with other people as in verbally or non-verbally forms (Griffin, 2009; Martinka, 2012).

Symbolic interactionism theory plays a vital role in context of social networks like Facebook and how people choose to present themselves in the digital spectrum. For instance, “When Facebook users communicate ‘what’s on their mind’ or update their status, they are offering a representation of the ‘self’, which is based on their social interactions with others” (Ellis, 2010, p. 39).

The work of Mead (1934) was carried out long before the idea of Internet came into existence. For its application in today’s digital world, the theory had to be revised so that it could be effectively integrated into our digital society. Thus, the Hyper-symbolic interactionism theory was presented – a revision of the author’s earlier framework. Furthermore, the theory had to be revised to keep up with the advancements in the field of science, particularly those concerning the understanding of the human central nervous system. It can be argued that the formation of digital communities, which promote different

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forms, and levels of interaction enabled one to evolve “self” to such proportions that even Mead would not have thought possible (Lynch and McConatha, 2006).

According to Lynch and McConatha (2006) a global “self” still exists, but manifests differently online due to the methods of online interaction. Also, hyper-symbolic interaction is the answer to the proximity of the Internet. The theory describes the formation of a different reality that is dependent on symbols found in the digital world, and “comprises the smallest symbols such as the l's and 0's of computer language and the tiny pixels of digital imagery, as well as the complex contemporary imagery of advertisements and commercials produced daily” (Lynch and McConatha, 2006, p. 91).

The symbolic imagery establishes norms and values different from those present in non-digital communities. Advertisers and marketers fill up the digital realm which influences the reality humans-construct along with affecting the rules humans abide by. Digital interaction is different from real life. Elevation in digital marketing causes individuals to visualize marketers and their ads as real. This phenomenon is described as neuromarketing – a term that highlights the shift in reality (Martinka, 2012).

According to Martinka (2012), this generalized global version that influences one’s “self” in the electronic era is based on consumerism as opposed to the generalized version laid out by Mead (1934). In turn, Haven (2007) mentioned a different approach to engagement, as a way to substitute the brand funnel model, encompassing four components: involvement, interaction, intimacy, and influence. These are based upon multiple data sources, aimed towards a more comprehensive view of customer interactions, not only when choosing a brand, but also when influencing others in their own purchase processes.

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Consumer generations and social networks

It is vital to emphasize the vast differences in terms of media exposure/consumption, from one age cluster to another. Throughout the study, a broad range of groups and social economic classes were included with a special focus on younger emerging consumers, namely, the *millennial* or *generation Y*, and *post millennials* or *generation Z*. These generations comprise individuals born from 1981-1995 and 1996-2000, respectively.

The explanation for the differences in media exposure and consumption between groups and socioeconomic levels was based on the theory of consumer culture. *Millennials* are a dominant consumer group: they represent 25% of the global population and will become 20% of the total populace by the year 2030 (US Census Bureau, 2013). *Millennials* have entered or will enter professional careers soon, and will be thought of as the world's wealthiest generation by The Business Development Institute (2012). In the United States of America (USA), for instance, *millennials* are predicted to earn over US$ 3.4 trillion by 2018, thus surpassing the earnings of *generation X* (The Business Development Institute, 2012), and spending more than US$2.45 trillion by the year 2015 (Visa, 2012).

Millennials are also predicted to become influential shoppers in the sense that a staggering 70% – 80% of them recommend a brand, or share their experience with a brand online or with their family and friends (Yarrow and O'Donnell, 2009). As the members of this generation become parents, the next generation of consumers will be influenced as well (Edelman, 2010b).

Further, statistics reveal that an astonishing 80% of millennials are likely to support a brand of their choice, which makes them action-oriented. They are likely to share their experience with a brand and post online reviews to influence the decision of future shoppers as compared to former generations (Edelman, 2010b). Some 61% of the generation seek and

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buy environmentally-friendly products where possible (You and Stone, 2009). *Millennials* are primarily thought of as the digital generation. Technology has had a big influence on their lives and will continue to shape their decisions. In the USA alone, the use of digital gadgets is far greater in millennials than in former generations. A head-to-head comparison reveals that millennials' use of technological devices like MP3 players, gaming consoles and smartphones, outnumber the use by previous generations by at least 20% (Boston Consulting Group, 2012).

Millennials frequently rely on social media to bring positive change. This exercise allows them to share their experiences online, which can shape consumer behavior. Social networks have enabled millennials to have a bigger social circle. According to Jade (2016), 46% of millennials have 200 or more Facebook friends, which is twice more than previous generations

When compared to other generations, millennials are more likely to explore brands on social networks when evaluating goods or services (53% vs. 37%), and routinely check a brand's Facebook page and customized mobile websites (33% vs. 17%) (Boston Consulting Group, 2012). Statistics reveal that millennials inquire about a product or a service at an average of 7.5 times each month, some choosing to consult six different online resources before making a purchase. Family and friends, however, continue to be their main source of information and advice, with 77% preferring to consult family members and 64% choosing to consult their friends. Other frequently consulted resources by millennials include search engines (21%), expert websites (21%), and co-workers (20%) (Edelman, 2010a).

Lazarevic and Petrovic-Lazarevic (2009) mentioned how different consumers in the Y generation are from those belonging to previous generations. Specifically, they mentioned how these consumers are hard to target due to resisting traditional market methods, low

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loyalty, and a different relationship with brands by having been exposed to these throughout their lives. Also, Greenleigh (2012) discovered that a staggering 51% of Millennials are likely to value stranger recommendations over their family and friends. Furthermore, Millennials are more likely to search digital communities about purchasing electronics, cars and even finding the best hotels (Greenleigh, 2012). In fact, 84% of Millennials frequently query digital forums before making a purchase.

Millennials often associate brand loyalty with trust since they perceive brands as their individual identities: “In today’s society, brands are everything; what you wear, who you wear, all matter…” (Consoli and Elche, 2012). Besides quality and affordability of a product, *millennials* look for several other traits including trustworthiness (78%), sustainability (71%) and ethics (70%). Trustworthiness is the single most important trait millennials look for in a brand. Once an air of confidence with a brand has been established, these individuals are more likely to reveal their personal information in exchange of receiving special discounts and coupons (Edelman, 2010b).

Fernandez-Cruz (2003) claimed that Millennials are “…quickly surpassing its parents´ generation. Generation Y has grown up in a media-saturated, brand conscious world, and is keeping advertisers on their toes” (p. 150). In turn, certain traits have been found to be prevalent among *millennials*. These traits include an increased dependability on technologies like Internet, to research product information before making a purchase. According to Moriarty (2004), Millennials trust Internet and frequently use it as their main information source. In addition, these individuals want to ensure better living conditions and regularly align with brands that have green production facilities and boycott those which are harmful for the environment (Neuborne, 1999).

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Generation X has been found to be a fickle generation that is particularly resistant to marketing efforts. This is partly due to the fact the *generation X* does not develop brand loyalty like *millennials*, making it harder to retain (Sebor, 2006; Wood, 2004). The third research question is related to the power of social networks in the consumer purchase decision. The question is on whether high levels of brand engagement could cause consumers to consider buying a brand through social network recommendations, despite never having seen any type of advertising about this brand.

Social digital media has increasingly become a constant in the life of modern consumers. Individuals frequently connect and share with their families and friends on social media these days. Platforms like Facebook and Twitter allow people to express their opinions, share pictures and post status updates. However, these social networks have their pros and cons, both facilitate creations of online communities for people to instantly connect to – a feat, which cannot be easily, achieved offline. According to Mead (1934) and his theory of symbolic interactionism, people's exchanges with other individuals and communities influences their own identity and future actions.

Social media has turned into an excellent channel for marketers to reach out to potential customers and establish a new consumer base. In fact, it has become vital for marketers as it allows both the consumers and the brand to interact directly with each other in a personalized setting (Hanlon and Hawkins, 2008), with companies like Audi having harnessed the power of social media very effectively to reach out to their customers. According to Wasserman (2011) and Martinka (2012), fans of the German automobile giant are among the most engaged of all major brands currently active on Facebook.

Customers can easily interact with their favorite communities and businesses on social media, which has led to a power shift among consumers and companies. According to

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Lee (2010), social media is a powerful tool for everyday folk to use because it enables them to interact and create content directly (p. 112). This methodical approach to communication is far more efficient than former platforms, which provided a one-way communication channel between businesses and consumers (Lee, 2010). Not only is a company looking to interact one-on-one with their customer in a personalized environment on a social network, but also looking to establish a "friendship" – a trait which was completely absent in former modes of marketing. Social media platforms like Twitter and Facebook have made it possible for consumers to post reviews and suggestions that can greatly benefit like-minded individuals and communities. People are frequently using social media to read other people's suggestions before making a purchase (Drell, 2011; Martinka, 2012).

The effects of digital marketing communication on customer loyalty

There are two main variables present in brand communication that could influence customer loyalty: content and frequency. Customer loyalty is the main outcome that is further divided into attitudinal loyalty and behavioral loyalty. A repeat purchase pattern along with a positive outlook for the product is mandatory to observe true consumer loyalty (Jacoby and Chestnut, 1978). The influence of brand communication is formed in a consumer's mind via information processing which leads to a perception of value and commitment. Attitude and behavior can help measure the influence of brand communication on a consumer. Being consistently in touch with consumers can elevate their loyalty. The aim of advertisements is to have immediate short-term effects. Their influence starts to wear out with repetition over the course of time before eventually becoming null.

Further research is required to enhance the usefulness of brand communication over long periods. Constant exposure to the brand communication process also improves attitudes and behaviors by enabling consumers to process more information (Berger and Mitchell,

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1989). Studies show that consistent communication has positive influences on a consumer's brand loyalty therefore strengthens the brand-consumer relationship (Aaker et al., 1997). Consumer-brand relationship can be thought of as a process that enables consumers to frequently interact with a brand. They perceive the brand as a friend or a trusted individual who occupies a space in their lives (Aaker et al., 1997; Fournier, 1998).

Functional value is defined as the satisfaction experienced from the functional aspects of a product or service; emotional value of a brand is the experience of feeling happiness or pleasure; social and self-expressive value is the relationship experienced with others whereas epistemic value is the experience of gaining knowledge or novelty. The notion of commitment is described as the need to strengthen a relationship and is divided into continuance and affective commitment (Gundlach, Achrol, and Mentzer, 1995). Good communication relies on emotions such as friendship, identification, dedication and belongingness (Price and Arnould, 1999). Continuance commitment relies on choices, costs, dependence and investments (Gundlach et al., 1995).

Personalization is anticipated to be a variable that can enhance consumer loyalty by forming better and personal service. Kotler (2000) states that personalization is systematic approach to classifying one-to-one marketing and customized marketing. As stated by Peppers and Rogers (1993, p. 62) "one-to-one marketing is the process of catering to every customer according to his or her need". The aim is to classify customers on individual basis and personalizes their messages based on their needs.

Also, Jansen and Schuster (2011) studied the efficiency of the traditional brand funnel model when applied on keyword advertising campaigns. These authors found that, even though each individual stage holds up when interpreting consumer behaviors, the model fails in accurately portraying the process followed by a customer during their purchasing

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decisions; it also showed how keywords directed to create more awareness led to better cost effectiveness than those focused on purchase.

Finally, according to Drell (2011), 20% of Facebook's massive user base has searched the popular social network for a product and another 42% had posted a review about a product or a service. Deeper investigation of online behavior revealed two key classes of online sharing: low sharers and high sharers. High sharers comprise mostly of young adults who are loyal to their favorite brands and possess several computing devices. Furthermore, these individuals make up 20% of online shoppers. The rest 80% are older people who rank quality over brand and are less likely to repurchase from a brand if they discover a cheaper, better quality product (Drell, 2011).

Summary

Factors like brand equity, loyalty and purchase intention have been the main areas of focus of strategic market planning and provide a vital platform for constructing a maintainable competitive advantage (Dick and Basu, 1994). Investigations concerning loyalty have mainly concentrated on calculation issues and associations of loyalty with customer property in terms of segmentation. Though several studies have been conducted on brand loyalty, they all observed the behavioral aspect without accounting for cognitive elements. Brand loyalty is an advanced multi-dimensional notion according to Hanzaee and Asadollahi (2012).

Wilkie (1999) defined brand loyalty as a "favorable attitude toward, and consistent purchase of a particular brand" (p. 198). Considering access to rapidly evolving technologies, the above-mentioned definition is too simple to comprehend brand loyalty in terms of customer behavior. This description states that customers are brand loyal when their behaviors and attitudes are in harmony with the brand. The explanation given by Wilkie

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(1999) does not describe the strength of brand loyalty because it overlooks the likelihood that a consumer's behavior may be unfavorable when making repeat purchases. This can cause brand loyalty of a customer to be unproductive and shallow.

The definition of brand loyalty laid out by Jacoby and Chestnut (1978) serves as a complement given the shortcomings found in the description delivered by Wilkie (1999). The former duo provided a theoretical concept of brand loyalty which is based on: (a) biased, (b) behavioral response, (c) communicated over a long period of time, (d) made by a decision-making element, (e) directed with respect to one or more brands out of a set of such brands, and (f) a function of psychological (decision-making and evaluative) processes. Considering the behavioral aspect of brand loyalty, Sheth (1988) presented an operational definition: "brand loyalty ... is a function of a brand's relative frequency of purchase in time-independent situations, and it is a function of relative frequency and purchase pattern for a brand in time dependent situations" (p. 398). According to Assael (1992), brand loyalty signifies favorable behavior towards a brand, which results in frequent purchases over the course of time.

Two researches are visibly prevalent in marketing literature. The first dubbed the *instrumental conditioning approach* considers frequent purchasing of one brand as an indicator of loyalty to that brand. Consistent purchases portray a firm stimulus-to-response connection and reinforcement. Studies that incorporate instrumental approach require probabilistic frameworks of customer learning to accurately calculate the likelihood of a customer purchasing the same brand again. This is more of a scholastic model of customer behavior, as it does not forecast a single course of action. The prediction factor always relies on probability.

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The second approach to investigate brand loyalty is based on cognitive frameworks. Some scholars are of the view that behavior alone cannot influence brand loyalty. Loyalty suggested dedication to a brand, which might not be portrayed accurately by just observing behavior. Various researchers have identified differences present between brand commitment and loyalty, which indicates some extent of immersion. In context of cognitive view, brand loyalty is based on behavior of consisting buying of the same brand. Behavioral calculations have described loyalty in context of sequential purchasing (repeat purchasing of a product) and the ratio of purchases in a given amount of time. It is argued that a consumer is said to be satisfied with a brand if he or she purchases the same brand within a relatively short time span (De Chernatony and McDonald, 1992). Managers require an accurate approach to correctly predict brand loyalty within their customer base; however, with so many parallel definitions presented by scholars, it is tough to attain an objective measurement.

Throughout the analysis of the different theories that explain consumer behaviors and different psychological, sociological, and cultural motivations of the socially emergent millennial consumers, two questions arise: Is culture, and within that a particular lifestyle, a factor that determines media consumption preferences? Are the consumption attitudes underlying the social class and age range explained by lifestyle?

Marketers assume, as a result of their marketing efforts, that customers would increasingly use the same kind of products, eat the same kind of food and watch the same kind of television shows, in opposition to reality (De Mooij, 2003). It is vital for marketers to not only significantly enhance the competition on a global scale but also get accustomed to various traditions, habits and preferences of global consumers.

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Conclusions

A review of the literature suggests that the engagement and loyalty of consumers to brands are connected to consumers' ages as well as their social and economic class. It is therefore possible to examine the connection between brands among emerging millennial consumers, as related to the life styles that are created and reinforced by the new technology.

Consumer behaviors related to the combination of age bracket and emerging social class has not been researched until now. Therefore, is pertinent to move deeper inside in to this field.

In the other hand culture, subculture and urban tribes appears as crucial drivers of sociability that could explain the behaviors of the millennials and post millennials, socially emergent in Latin America, that never been researched.

Culture is defined as "the complex of beliefs of human societies, their roles, their behavior, their values, traditions, and customs". Culture is a crucial notion for comprehending customer behavior and attitude. According to Salomon, Bamossy and Askegaard (2006, p.35) "Culture is the sum of a shared purpose among members of society, and includes its customs, norms, and traditions".

Culture consists of factors such as belief and beliefs of individuals in a single community reflect a common thought process. Due to significance of cultural practices, exploration of cultural diversity has been a key ingredient in understanding consumer behavior, especially in terms of product positioning, market segmentation and target market (Yakup, Mucahit and Reyhan, 2011). Another important paradigm that needs to be further investigated in context of marketing management is subculture.

Within a culture, individuals that demonstrate similar values, cultural expressions and behaviors tend to form smaller groups, called sub-cultures (Lenartowicz and Roth, 2001).

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Geographical boundaries and religion play a crucial role in establishing subcultures. People belonging to different regions or cultures have different preferences, values, traditions and behaviors. These differences form the basis of subcultural classification of marketing activities.

Social groups are formed by individuals and usually consist of likeminded individuals who have the same values, etiquettes and behavior. These traits can be different from people belonging to other social classes (Hoyer and Deborah, 1997).

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Chapter 3: Method

A brand funnel structure (McKinsey, 2009) was contrasted with an investment strategy to measure the effect of media on brand loyalty, also evaluating the differences on the purchased product types among consumers of different age clusters and socioeconomic status. The following section explains the methods selected for the analysis of investment strategies in terms of the effect on the brand funnel.

This chapter covers the research methodology employed to answer the research questions formulated by this thesis. The research strategy is described in the following sections, specifying space, time, and demographic characteristics of the population. The development, validation, and use of a measurement instrument were elaborated upon for the appropriate population distribution. The approach to data analysis is explained, and the use of structural equation models to assess different investment strategies for the effect of media on brand loyalty described.

Research Design

The implemented design consisted of a correlational study, using data gathered from in-person surveys in Colombia. The complete survey structure has been included in Appendix A. The survey was designed based on the questions used by Aaker (1991) and Keller (2008), its relevance in the Colombian context being checked through semistructured interviews on experts. The survey data was analyzed to test the probabilities of transition by product type, for different age clusters and socioeconomic statuses. A simulation was performed using the data obtained with the instrument, to assess the relationships defined in the McKinsey funnel.

The model used was a structural equation modelling (SEM) model with a decision tree for the distribution of the marketing levels at the awareness state (defined as the first state of the model structure), to predict the costs and benefits over time. The simulation

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analysis was employed to evaluate change over the course of a lifetime using age clusters (introducing transition probabilities for the different age clusters).

The consideration step was defined as the second state of the model, which leads to a transition into the third step. Such step, the buy step, is determined by the choice of a consumer to prefer a given product above others. Loyalty defines the fourth transiting state, when a consumer accepts the recurrence of the purchase. Last, the final state of engagement is defined by the number of purchases, originating from the previous step (loyalty).

The dependent variables are reflected by the proportion of consumers who arrive to the states of loyalty and engagement. The independent variables are determined by the different investment strategies represented in both funnel analogies. For the old funnel, these variables are investment costs for advertisements in television, cable, radio, or press. The model to be tested in this research specifies Internet search strategies, advertisement via email, mobile messaging and chat platforms on web pages, social networks, or website use. Details of the model structure are shown in Figure 10.

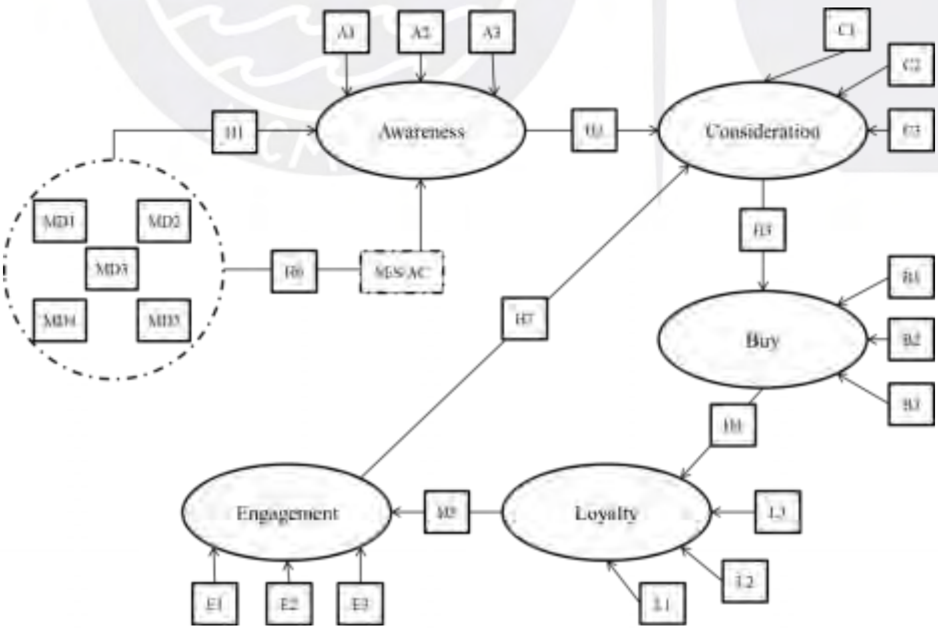

Figure 10. Schematic design of the research: High-level view.

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In turn, it must also be stated that the construction of the factors associated with each of the hypotheses to be tested and added to the SEM, was conducted using principal component analysis, with the components being taken in accordance with cumulative explained variance. Its results are displayed in Appendix B.

Appropriateness of Design

For the current study, the SEM technique was selected, as it provides the opportunity to test the hypothesized model in a simultaneous analysis of the entire system of variables to determine the parameter estimates and the model fitness, and its purpose consists of analyzing the relationships between a set of observed indicators or variables, and one or more factors or latent variables. (Hair et al., 2010)

Rigdon (1998) claimed structural equation modelling as a methodology for representing, estimating, and testing a theoretical network. In turn, MacCallum and Austin (2000) explained theory testing as testing hypothesized patterns of directional and non-directional relationships among a set of observed and unobserved (latent) variables. Also, Hair (2009) said that structural equation modeling is an extension of several multivariate techniques, most notably factor analysis and multiple linear regression.

Given the goals of the current research, the SEM technique allows setting the five stages of the brand funnel as the latent variables, to be measured through observed variables originating from a questionnaire based on Likert scales. According to Awang, Afthanorhan, and Mamat (2016), despite Likert scale-based observed variables feature an ordinal scale, against the usually expected ratio scale expected from observed variables in a SEM model, ordinal variables based on Likert scales featuring an adequate scale size are able to create valid constructs; the authors reached that conclusion parting from validations using confirmatory factor analysis and path analysis.

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Also, by using the stages of the brand funnel as latent variables, it is possible to analyze the relationship and influence each stage has on the others, as well as the impact of each observed variable upon the latent variable. The SEM technique has seen application in marketing research before, one example being the study conducted by Hellier, Geursen, Carr, and Rickard (2003), in which they measured customer repurchase intention through a SEM, using latent variables such as perceived quality, perceived equity, perceived value, customer satisfaction, customer loyalty, expected switching cost, and brand preference.

Finally, principal component analysis (PCA) is defined as a “data analysis tool that is usually used to reduce the dimensionality (number of variables) of a large number of interrelated variables, while retaining as much of the information (variation) as possible” (NCSS, 2015, p.1). This technique served as a way to reduce the number of observed variables in the model, by eliminating redundancies while keeping most of data.

Research Questions

1. Does the level of advertising in all media drivers increase awareness for all types of consumers when they recognize a brand in particular?
2. Have the options in the brand set considered by consumers at the time of buying a service or a product, already undergone a filter process that eliminated those brands that the consumer did not see or hear about in the media at any time in the past?
3. Is purchasing a product in physical or virtual outlets directly related to brand knowledge, which gained through advertising influences on consumers by the media prior to the purchase?
4. Are brand adoption and consumer loyalty as the first choice at the moment of purchasing, achieved with high levels of advertising through media drivers?

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5. Do factors like word of mouth, interaction with the brand, and memorable experiences, affect consumer engagement at the moment of purchasing or repurchasing products, services, or both?
6. How does the impact of media investment in brands differ according to consumer demographics (age and socioeconomic status) at each stage of the brand funnel?
7. Can a high level of brand engagement lead consumers to consider buying a brand through a social network recommendation, despite never having seen any type of advertising about that brand?

Population

The model was applied to the survey data collected from the sample in Colombia, which follows certain demographic patterns. The total population for that country was estimated to be 47,121,089 in 2013 (DANE, 2011). The aim of the research is implementing the model created from data obtained from this population, to understand its consumer patterns. Table 2 reflects the operationalization of age clusters in the Colombian market, while Table 3 reflects socioeconomic statuses of the Colombian population, based on DANE (2011) categories.

Table 2

Operationalization of age clusters in the Colombian market

Code	Ages	Generation
T	12-13	Teens
Z	14-17	Generation Z
M	18-30	Millennial
X	31-45	Generation X
Bb	45-60	Baby Boomers

Table 3

Colombian socioeconomic statuses

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International Definition	Colombian Definition	Description
A	6	High SES
B	5	Medium high SES
C	4	Medium SES
D	3	Low income consumers
E	2-1	Poverty

Note. SES = Socioeconomic Status.

Informed Consent

A written consent was recorded in the survey. The contents of the message described the aims of the survey and invited people to respond to a 50-minute survey. This message specified that the information gathered would remain confidential, and if prospective respondents gave consent, they could go on to answer the survey. The informed consent clearly stated the research goals, as well as the procedures used for the survey and a compromise of confidentiality on information and the publication of study results. A copy of the informed consent remained in power of the respondents, the other copy being filed by the researcher, as the only incentive to respond was offering full results to respondents.

Sampling Frame

A survey was conducted to obtain the indicators needed to run the model, in terms of investment costs and benefits of loyalty. A sample of 1,800 consumers was invited to participate, and 800 respondents accepted the invitation. The sample size was determined by using the formula $n = z2(pq)/d^2$ with a 95% confidence interval, assuming that the probability of the occurrence for the event of interest is 65% and the absolute difference desired for the estimation is 3 units: $n = 1.96(65)(50)/3^2 = 744.44$. Because stratification by gender and age is necessary, the required sample was inflated to 800 respondents, in order to obtain responses from 400 women and 400 men. Table 4 shows the distribution of the sample across

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age groups, demonstrating that each age group is expected to be adequately represented in a sample of 800.

Table 4

Age category and gender for the Colombian population

	Number of inhabitants			Weights		Sample size	
Age group	Men	Women	Total	Men	Women	Men	Women
0 to 4	2,106,179	2,002,682	4,108,861	Excluded from the survey			
5 to 9	2,197,689	2,098,224	4,295,913				
10 to 14	2,214,464	2,124,582	4,339,046				
15 to 19	1,975,856	1,957,898	3,933,754				
20 to 24	1,783,320	1,858,519	3,641,839	0.15	0.144	60	58
25 to 29	1,590,993	1,689,774	3,280,767	0.13	0.13	54	52
30 to 34	1,401,139	1,516,151	2,917,290	0.12	0.117	47	47
35 to 39	1,392,512	1,526,649	2,919,161	0.12	0.118	47	47
40 to 44	1,304,948	1,427,556	2,732,504	0.11	0.11	44	44
45 to 49	1,088,238	1,203,070	2,291,308	0.09	0.093	37	37
50 to 54	876,301	959,039	1,835,340	0.07	0.074	30	30
55 to 59	692,733	757,925	1,450,658	0.06	0.059	23	24
60 to 64	524,576	580,157	1,104,733	0.04	0.045	18	18
65 to 69	428,876	492,178	921,054	0.04	0.038	14	15
70 to 74	321,765	380,753	702,518	0.03	0.029	11	12
75 to 79	228,608	275,830	504,438	0.02	0.021	8	8
80+	207,920	281,280	489,200	0.02	0.022	7	9
Total	20,336,117	21,132,267	41,468,384	1	1		
Sample size						400	400
Subtotal without excluded age groups	11,841,929	12,948,881	24,790,810				

Note. Adapted from the Data Catalog by Departamento Administrativo Nacional de Estadística (DANE) (*National Department of Statistics in Colombia*), 2011.Colombian Population by Range Age.

Confidentiality

The survey did not record the names or any personal identification from respondents, and data is shown in aggregate form. As stated above, the informed consent told respondents about the confidential nature of the gathered data.

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Geographic Location

The study took place in Colombia; the aim is to describe the consumer patterns for this geographical area in crowded locations such as malls, chain stores, department stores, public parks and shopping areas, located in the four largest Colombian cities: Bogota, Medellin, Cali and Barranquilla.

Instrumentation

The model was created parting from data gathered through the Colombian Media Consumer Affinity Survey (see Appendix A). Thus, the variables to be measured were built for the following constructs represented in the model:

1. Awareness (A) measured whether the product is remembered or not without any help. The question was defined in terms of whether the person had heard of the examined product brands.
2. Consideration **(C)** measured choice intention, being used to determine the likelihood of buying a product of a specific brand.
3. Buy (B) measured the actual consumer choice; it was based on a record of past purchases.
4. Loyalty (L) measured a construct of preference. After the consumer has bought the same brand of a specific product type more than once, it is the probability of the consumer choosing the same product next time he or she buys the same product brand. It also measured the probability of considering a different brand and returning to the consideration state.
5. Engagement (E) measured the level of engagement with the brand, when consumers do not change brand preference.

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The measurement of each construct was defined parting from previous research, and the data was entered from the following questions:

A1. Have you heard of the brand name?

A2. Are you familiar with the products?

A3. What is the impact of the brands advertising in the brand awareness?

C1. Is it the brand that has the best price/benefit ratio?

C2. Is it the brand you prefer?

C3. What are the media drivers that influence your brand choice?

B1. What is the brand that you bought in the last three months?

B2. What are the main drivers that influence your purchase brand decision?

B3. Where do you buy (availability)?

L1. Is it the brand you always buy and would buy again?

L2. Is it the brand that meets all your expectations?

L3. Do you consider it as a second option to purchase when your person favorite brand is not available?

E1. Do you share with social your social network your experience about the brand usage?

E2. Do you recommend your person favorite brand to your friends/family?

E3. Could a social network recommendation of some brand cause that you consider buying in spite that you never saw any kind of advertising about this brand?

Media drivers are the following:

MD1. Television: Impulses from public and private TV channels (cable)

MD2. Radio: Messages through radio signals

MD3. Press: Advertising in magazines and newspapers

MD4. Social media: Social networks like Facebook, LinkedIn, Twitter, and so forth.

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MD5. Searching: Searches made on the Internet using different kinds of search engines like Google, Yahoo, and so forth.

Moderating and Mediating Variables

Moderating and mediating variables include socioeconomic statuses, age clusters, and product types. Socioeconomic statuses (SES) are defined as follows:

A. High SES: Income level per family above US$20,000 per month.

B. Medium high SES: Income level per family between US$10,000 and US$19,999 per month.

C. Medium SES: Income level per family between US$2,500 and $9,999 per month.

D. Low SES: Income level per family between US$500 and $2,499 per month.

E. Extremely low SES: Income level per family below US$499 per month.

Age clusters (AC) are defined as follows:

Z. Post Millennials: 14 to 17 years old.

M. Millennials: 18 to 30 years old.

X. Generation X: 31 to 45 years old.

Bb. Generation Y: 45 to 60 years old.

Types of industries are the following:

FMCGs. Fast moving consumer goods companies.

DP. Durable products.

Relationships among Constructs and the Hypotheses

Media drivers affecting all type of consumers, thus generating awareness, consideration, buying intention, loyalty and brand engagement, are:

1. $H1$: MD → A.

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2. *H*2: A → C.
3. *H*3: C → B.
4. *H*4: B → L.
5. *H*5: L → E.
6. *H*6: M+EC+TP → Different level of effect of MD.
7. *H*7: E → C.

Social media networks could influence consumer purchase decisions without exposure to media drivers.

In order to analyze brand loyalty using the structural equation model method, ten main product categories were tested. Brands for each category were selected based on their market share in Colombia, where the study was conducted. Main categories were selected based on the international Nielsen classification, a major worldwide marketing research company. These product categories were alcoholic beverages, personal care, perfumes, food, home furniture/appliances, electronics/computers, juices/beverages/tea, over-the-counter medicines, home care products, cars/motorcycles.

Omnicom Media Group, the largest worldwide media buyer, provided market share by category in the Colombia market. Media drivers were consolidated based on the top five worldwide classifications done by major media research companies like Omnicom and Havas. Therefore, the media drivers that were tested are television, radio, print, social media and searching engines, as Table 5 shows.

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Table 5

Data table layout from Omnicom Media Group

Product category	Brands	Audiences	Media	Share of investment	Market share	2014
Candy/snacks/cookies/drinks/sodas/juice/tea/food in general	Brand1, Brand2, Brand3 …	Under 18,18-30,31-45, 45-60, over 60	TV, radio, print, social media, search	By brand	By brand	Brand1, brand2, brand3 …
Over the counter health products (non-prescription medicine)						
Alcoholic beverages						
Personal hygiene supplies, e.g. shampoo, creams, deodorants, etc.						
Perfumes, colognes and/or lotions.						
Electric home appliances (T.V., electric cook top, toaster, coffee machine, washing machine, dryer, refrigerator, etc.)						

Variable operationalization was achieved through questions on the five brand funnel constructs: Awareness, consideration, buy, loyalty, and engagement. These variables were operationalized based on previous studies that defined how to properly measure these constructs. (Aaker, 1991; Keller, 2008) introduced theoretical plans that associate brand equity with several customer response elements. Aaker (1991) highlighted four main elements of brand equity: brand associations, brand loyalty, perceived quality and name awareness. A summary of the variables and constructs is displayed in Table 6.

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Table 6

High-level research design: constructs and variables

Consumers	Media drivers	Awareness	Consideration	Buying intention	Loyalty	Engagement	Type of product
a. Millennial and emerging consumers	MD1	A1	C1	B1	L1	E1	TP1
	MD2	A2	C2	B2	L2	E2	TP2
b. Consumers aged 35 or older	MD3	A3	C3	B3	L3	E3	TP3
	MD4						
	MD5						

Data Collection

Given the need to gather information on the brand funnel, the Colombian Media Consumer Affinity Survey (see Appendix A) was deployed. For its development, the questionnaire design steps laid out by Field (2003) were followed. Under these, there are six steps:

1. Choosing a construct.
2. Deciding on a response scale.
3. Generating the items.
4. Collecting the data.
5. Analyzing the data.
6. Assessing the questionnaire.

For the above, the survey was created parting from the traditional brand funnel concept, as described by Court et al. (2009). Such brand funnel was selected as the main construct behind the survey, given the intention to obtain information on general consumption patterns and the significance each step of the brand funnel holds within the

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buying process among Colombian consumers, parting from the media channels these customers employ to interact with products.

Next, a response scale had to be defined. For this, using both commercial consumer surveys and the survey employed by Pauwels and Van Ewijk (2013) as references, multiple types of question were employed. That is, some questions were developed using single responses, while others saw multiple responses or open responses. However, for the purposes most related to the research, questions employed a Likert scale format. Once this was defined, the survey was created, and analyzed through experts, who delivered their opinions on the survey, the proposed questions and the intentions.

Afterwards, a focus group was held with at least two individuals representing each of the market segments of interest, which provided a preliminary opportunity to validate the adopted concepts in the Colombian context. The resulting instrument was administered to a sample of approximately 60 individuals as a pilot study, with results from this sample providing a stratification strategy for the primary study, in which the instrument was administered to a sample of approximately 800 individuals that also lived in urban areas. It also provided relevant information about potential failures of the items included in the questionnaire. Ideally, in order to obtain a measure of external validity and test-retest reliability, a third study should be carried out in the future.

Data Analysis

The data gathered by the survey was entered and tabulated into an Excel spreadsheet, using a standardized format based on the survey structure; this was performed to run the statistical techniques as proposed on the data. In turn, the structural equation model parameters were estimated using AMOS, a widely-employed solution for estimating this type of models.

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The latent factors were constructed using the *a priori* method, the theoretical components being employed as follows: (a) awareness is explained by the variables A1, A2 and A3; which represented brand awareness; (b) consideration is explained by the variables C1, C2 and C3, which represented relevant factors to select a brand; (c) loyalty is explained by the variables L1, L2 and L3, which represent the loyalty to the brand; (d) engagement is explained by the variables E1, E2 and E3, which represented the experience with the brand and; (e) buy is explained by B1, B2 and B3, which represented purchase decision.

The structural equation model is formed by two sub models that could be abbreviated by displaying them in matrix form, using the following formulation:

Table 7

Equations of the latent factors

Latent Factor	Equation	
Awareness (�)	$�_1 = �_1�_1 + �_2�_2 + �_3�_3 + �_4�_4 + �_{1}$	(1)
Consideration (�)	$�_2 = �_1�_1 + �_2�_2 + �_3�_1 + �_{2}$	(2)
Buy (�)	$�_3 = \theta_1�_1 + \theta_2�_2 + \theta_3�_3 + \theta_4�_2 + \theta_5�_3 + �_{3}$	(3)
Loyalty (�)	$�_4 = \phi_1� + \phi_2�_2 + \phi_3�_3 + \phi_4�_3 + �_{4}$	(4)
Engagement (�)	$�_5 = �_1�_1 + �_2�_2 + �_3�_3 + �_4�_4 + �_{5}$	(5)

Note. The latent factors are represented by $�_i$, with $i = 1, 2, 3, 4\ y\ 5$. The $�_3$ factor represents the structural equation and includes the effects of other latent factors

Thus, linear regressions are calculated for each regression, with the p-values for the estimates serving to test the hypothesis H0 = the parameter of the regression is 0, which leads us to reject or not the hypothesis of causality between the variables included in the regression. Small values of p- value allow us to reject the hypothesis whereby a relationship between variables is evident.

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Validity and Reliability

On the validity of surveys as a collection instrument nowadays, Pauwels and Van Ewijk (2013) mentioned how there is an ongoing debate in marketing regarding the usefulness of surveys, against online behavior metrics. However, the authors vindicated the relevance of surveys in marketing studies due to certain issues with those metrics, such as the fact they do not cover all population groups, brand engagement might not happen even among online shoppers, and limited effectiveness of online advertising channels. Thus, the authors mentioned how attitude surveys are good in sales prediction affairs, which is related to the goals of the current study.

On the reliability of the questionnaire, it was validated using a Cronbach's alpha test, to verify its internal consistency. For the sample, it reached a value of 0.915, thus indicating high levels of internal consistency in the questionnaire, at least for the sample on which it was deployed. Regarding the research instrument, it was designed in such manner that, should researchers wish to use the statistical model again, they should be able to do so provided they own the data, ensuring replicability. External validity is assured by the sampling techniques, which ensured the selection of a sample that could be defined as representative of the Colombian consumer. Finally, internal validity must be assessed yet, as this is an exploratory study on a new relationship in the Colombian case.

Summary

In this chapter, the methodology employed to test the research hypotheses was exposed. Despite having existed for more than a decade, both Internet and social media are considered as relatively new means through which advertisers can connect with consumers. The Millennial generation, for whom new technologies have always been present, may

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exhibit buying behaviors and degrees of brand loyalty that differ from those of previous generations.

As a result, traditional models of buying behavior and brand loyalty (e.g., McKinsey's brand funnel structure) may not fit members of this generation as effectively as it did with previous generations, thereby affecting the effectiveness of advertising strategies directed at these consumers. This study employed several quantitative techniques to explore Pre-millennials and Millennials' buying behavior, brand loyalty and the corresponding advertising investment strategies best suited to these consumers.

Data about brand loyalty and buying behavior was gathered through a survey instrument administered to 800 representative Colombian consumers from the following age groups: 15 to 19 years; 19 to 24 years; 25 to 29 years; 30 to 34 years; 35 to 39 years; 40 to 45 years; and over 45 years old. The questionnaire was designed based on those developed and tested by Aaker (1991) and Keller (2008). The survey provided data on consumer characteristics for statistical analysis (i.e., age and socioeconomic status), on the relation of consumers to specific brands across a wide representation of goods, and on the media through which survey participants may have been exposed to the advertising of the chosen brands.

The survey was designed upon a framework in which several methods of brand equity, especially the hierarchy of effects framework and the perception-preference-choice paradigm, are integrated and provide measures relating to consumer perceptions of and relations to a product. Data allowed to determine which form of mass media is the most influential at each stage of the funnel, while differentiating between the media associated with the old funnel, namely, the traditional mass media (television, radio, print media, billboards), and media associated with the new funnel (social networks, SMSs, blogs, and websites).

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The survey was also used to evaluate the interactions between both types of media found in both types of funnels, to determine their level of complementary interaction. From the survey data, frequency distributions for variables representing consumer perceptions of and relationship to a brand (awareness, consideration, buy, loyalty and engagement), and media drivers regarding brand, consumer ages and socioeconomic statuses, was compiled. 10 main categories of products, namely, beverages, personal care and beauty, food, home furniture/appliances, and electronics/computers, were included in the survey, as well as specific brands within these categories, were selected based on their market share. Media drivers include television, radio, print, social media, and searches.

The parameterized model is a structural equation model in which states, analogous to positions within McKinsey's purchasing funnel, are the constructs associated to consumer relationships with products (i.e., awareness, consideration, buy, loyalty and engagement). These form a consumer's progression down the funnel. The first state, awareness of the product, is changed with each exposure to the product's advertisement, and the level of change in awareness depends upon the advertising medium.

The literature supports the validity and reliability of this study's design and methodology. The questionnaire was developed using the steps recommended in the literature and with information derived from published sources, thus ensuring content validity, which can be viewed as how accurately the magnitude and items of a paradigm have been outlined and represent what they are supposed to measure. Further, this approach ensures that should these same steps be followed by a researcher in some other location, similar results would be obtained. Focus groups with at least two participants from each market segment of interest were employed as a check on the reliability of the survey instrument, and the instrument was piloted before its main deployment.

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Chapter 4: Results

The study focused on high-demand product categories among the Colombian population; those were identified as: alcoholic beverages, food, beverages in general, personal care, home care, personal electronic devices, home appliances, perfumes, clothing and cars. Each is classified as durable or mass consumption goods.

Key target groups were found in crowded locations such as malls, chain stores, department stores, public parks and shopping areas, located in the four largest Colombian cities: Bogota, Medellin, Cali and Barranquilla. Table 8 displays sample distribution among the four main cities, as well as the distribution between socioeconomic strata for each city.

Table 8

Representative sample by socioeconomic stratum

City	Population	Sample	SES 1 + 2	SES 3	SES 4	SES 5 + 6
Bogota	7'963,379	400	42.50%	35.50%	1..6%	8.40%
Medellin	2'486,723	200	45.50%	29.70%	11.60%	13.20%
Cali	2'394,925	100	53.60%	24.70%	13.00%	8.70%
Barranquilla	1'223.686	100	43.50%	32.20%	12.60%	11.70%

A test questionnaire was created first, followed by a pilot test from which the necessity to change the way questions were formulated became evident. The initial instrument design was not optimal for understanding consumers and the potential responses to be obtained, nor equipped to extract relevant information for the investigation which, coupled with highly dispersed consumer behavior within each selected category, generated further need to obtain more relevant information per brand. Therefore, the final instrument employed was designed in such a way to collect information per brand on each category.

The instrument was designed following the methodology applied by Aaker (1991) and Keller (2008), comprising 182 questions, from which seven gathered demographic data; two

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were filter questions to ensure that the respondent complied with the parameters needed for a proper investigation. The remaining 177 questions ranged on a variety of topics related to durable goods and mass consumption goods. The questionnaire was divided into different themes designed to shed light on areas such as: knowledge, usage habits, buying habits, brand preferences, and re-purchase, aspects that influence the purchase, payment, shopping sites and advertising “Top of mind” (see the questionnaire section focused on media consumption habits of the Colombian population, in Appendix A).

Table 9 presents the total number of participants surveyed among the four cities, and the participations each have on the total sample.

Table 9

Survey participants by city

City	Frequency	Percentage
Bogota	398	49.70%
Cali	101	12.60%
Medellin	203	25.30%
Barranquilla	99	12.40%
Total	801	100.00%

The sample participations each city own in the survey are aligned with their populations, and thus influence over the Colombian representation.

Table 10

Survey participants by gender

Gender	Frequency	Percentage
Male	343	42.80%
Female	451	57.20%
Total	801	100.00%

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Table 10 shows that the gender demographics represented in the survey are aligned with the gender demographics of the country, as well as those found within the four main cities

Table 11

Survey participants by age segments

Age segments	Frequency	Percentage
Pre-millennials	161	20.10%
Millennials	528	65.90%
Post-millennials	280	14.00%
Total	801	100.00%

Table 11 shows age segmentation and the participations for each segment within the sample.

Table 12

Survey participants by socioeconomic status

Socioeconomic status	Frequency	Percentage
SES 1	22	2.70%
SES 2	316	39.50%
SES 3	312	39.00%
SES 4	88	11.00%
SES 5	58	7.20%
SES 6	5	0.60%
Total	801	100.00%

As it can be observed in Table 12, the specific disaggregation by socioeconomic stratum in the sample reflects the total population structure within the four main cities in Colombia.

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Table 13

Survey participants by occupation

Occupation	Frequency	Percentage
Unemployed	117	14.60%
Housewife	106	13.20%
Part-time employed	93	11.60%
Full-time employed	264	33.00%
Freelance	159	19.90%
Student	46	5.70%
Not responding	16	2.00%
Total	801	100.00%

Table 13 shows that 15% percent of total sample are unemployed, with almost 20% of those interviewed belonging to upcoming independent workers.

Table 14

Study population by educational level

Educational level	Frequency	Percentage
Without education	1	0.10%
Elementary school	44	5.50%
High school	363	45.30%
Technical/ Technological	220	27.50%
University	146	18.20%
Postgraduate	17	2.10%
Masters / Doctorate	3	0.40%
Not responding	7	0.90%
Total	801	100.00%

Table 14 shows that more than half of the sample barely finished high school.

To ensure proper data collection and compiling, boxes intended to capture control variables such as date of instrument application, start time, end time and interview length, were provided for the interviewer to fill out.

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The interviewer was also responsible of reading to participants the confidentiality agreement, which stated that data would be employed for academic uses only.

Pilot Test Process

For the purposes of validating the questionnaire used for the research in the Colombian context, semi structured interviews were conducted on 26 marketing experts, digital marketing and social network experts, and CEOs of the main FMCGs companies. The interviewed experts were:

- Nelson Garrido, president of the Colombian branch of Omnicom Media Group (the largest worldwide media services company).
- Rafael de Nicolas, president of TBWA (one of the largest worldwide creative media agencies).
- Hector Jaime Osorio, president of BBT (one of the top digital agencies in Latin America).
- Oscar Cortes, vice-president of the Colombian branch of OMD (a media agency).
- Max Henriquez, vice-president of Sancho (a Colombian advertising agency).
- Francisco Umaña, global marketing director of GlaxoSmithKline.
- Juanita Peláez, Latin American marketing director of Kimberly Clark.
- Juan David Izquierdo, senior regional brand manager for the Andean cluster in SC Johnson.
- Antonio Scannapieco, global head of marketing procurement at Mars Chocolate.
- Martin Moschner, marketing and sales executive at Purina.
- Diego Jackson, marketing and new business lead at Parallel SA.
- Derly Osorio, omnichannel marketing manager of Pfizer in Colombia.
- Roberto Gomez, consumer senior key account manager at Lenovo Global.

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- Mauricio Villa, general manager of Skinco.
- Christian Podlesker, general manager of consumer healthcare at Sanofi Mexico.
- Yanir Karp, consumer healthcare country manager at GlaxoSmithKline Chile.
- Gilberto Ugalde, general manager of Exeltis Pharmaceuticals.
- Luis Laverde, general manager of Cosmoagro.
- Diego Freire, general manager of Alere.
- Juan Guillermo Reyes, scrum master of Andina Link.
- Jose Maria Vich, CEO and founder of Apasiona-T.
- Juan Carlos Bolaños, owner of Marketing de Servicios.
- Miguel Fajardo, president and general manager of Limonada Publicidad.
- Luis Alfredo Gonzalez, owner and managing director of Heart Inc.

The following questions were asked to these experts:

1. In your opinion, how has the digital era impacted the way you did marketing until five years ago?
2. What is your current digital marketing investment amount, and what is your investment projection for the next five years?
3. What is your investment percentage on digital marketing, relative to your total marketing budget?
4. Currently, how do you manage their relationship with your brand consumers?
5. What is the demographic and socioeconomic structure of your consumers? How do you see the projections for Millennial and Centennial consumers?
6. How is your presence in social networks? Do you currently follow digital marketing investment metrics?

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7. Are your marketing campaigns segmented by type of consumers? Or do you manage a single message for all consumer audiences?
8. What is your opinion on the application of this survey to analyze the impact of the digital era on the consumers of your brands?

From these interviews, it was concluded the questions originating from Aaker (1991) and Keller (2008) suited the Colombian context well. However, to determine if the deployed instrument offered significant benefits, and whether it could be successfully implemented in the research, the writing, structure and length of the questionnaire were tested by conducting a pilot test on individuals chosen randomly in the high populated sites in the capital city of Bogota.

The performance of the pilot test was intended to validate several factors critical to the study's success, as well as helping to fine-tune these. Factors such as instrument length, disposition of the people to respond the questionnaire, identifying if the vocabulary was appropriate for all participants, as well as the knowledge that participants should hold, were analyzed throughout the pilot. Thanks to the pilot, the filter questions used to assure participants compliance with research standards and parameters required for a successful investigation we adjusted, to avoid drawbacks at the time of applying the final instrument.

Next, the pollsters received the required training, subsequently entering the fieldwork team, which was composed by four supervisors (one in every city), and eight interviewers per supervisor, responding to the latter. Training sessions were conducted in each city, following a common procedure: first, an explanation of the goals and scope of the study to sensitize the interviewers on the relevance and importance of the information to be gathered, followed by a detailed reading of the questionnaire reviewing the tone, moderation and the vocabulary to use. Last, an exercise was performed in which the pollsters applied the instrument between

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themselves as to gain fluency and preliminary knowledge on the information to be gathered. These activities are intended to obtain better performance and accuracy at the time of collecting the information, as well as to avoid delays on the questionnaire data review, digitization and coding procedures.

In order to make the sample more homogeneous, the only accepted responses came from individuals who were at least 14 years old at the time of the survey, who surfed the Internet more than one hour per day, using search engines, entertainment services, e-mail, and social networks such as Facebook, Twitter, Instagram and Pinterest, among others. The fieldwork took place between October 7 and December 12, 2015. There was rainy weather in various cities at the time, which created some difficulties for the interviewers; however, the field team could complete the data collection without any degradation to the quality of the gathered data.

From the pilot test questionnaires, it was found that the average interview length reached nearly 50 minutes. The disposition of the interviewees to provide information did not constitute an issue once familiarized with the topics to be covered. Also, it was found that the participants of the pilot test were familiar and understood the categories involved, as well as the information that was being requested from them, except for those that did not possess the purchasing power to buy a motor vehicle once or repeatedly. Upon completion of several questionnaires, it became evident that the survey was quite laborious for both interviewers and respondents, primarily due to the repetitiveness of the questions for each category, which had an impact on the total duration of the survey.

Once data collection from the pilot test phase was completed, it was proceeded to perform the required modifications to obtain the final instrument (see Appendix A). After completing data collection, a systematic review was conducted for each instrument, assessing

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the consistency and coherence of the fieldwork responses for each question. Additionally, it was verified that all the boxes were filled legibly in the correct manner.

The next step consisted of digitizing all collected data, strictly following the instructions received in the training of digitization, using the capture software SNAP 10 PROFESSIONAL. This was followed by performing the encoding process, consisting in subjective aggregation of the different responses of the interviewees (open-ended questions), specifically of the responses (other), (which?).

That means that the respondents' answers were encoded and summarized in order to keep the original meaning of the response. Each one of these summarized responses is associated with a code for the internal management of the research. Finally, the base was consolidated, which led to a final database of 4.196 columns, bearing in mind that there are categories that possess more options than others do, and that some had spaces for additional options that consumers could add, as they could find them relevant.

For the implementation of Structural Equation Model, it was decided to add variables to the database. This is a common modeling practice that consists of adding dichotomous variables, which take values of either 0 or 1. SAS Institute described the methodological detail for the creation of dummy variables, when it is required to include categorical variables in modeling methodologies that need numerical entry variables (Cabrera Rios, 2015). This way, the model proposed in the research can be applied, after creating the dummy variables, after making the equivalence between the variables collected in the implementation of the instrument. That is, to identify which questions correspond to which variables in the model. Moreover, intermediate transformations were made specifically in Likert scales to reach the final model variables (see Appendix B).

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SPSS was used for information processing; the reference of the version used was IBM Corp. Releases 2010. IBM Statistics for Windows, Version 19.0. Armonk, NY: IBM Corp. SPSS is statistical software widely used in social science and market research companies. The variables for each of the constructs were designed bearing in mind the answers given by the respondents for each of the categories under analysis.

Building Constructs/Questions

For building the constructs/questions matrix, this research used the international questions that have been applied historically in other studies. Nevertheless, during the modeling process, some of these standard questions tend to lead to a new construct, specifically in the case of Consideration (C3).

Construct awareness

For construction of A1, A2 and A3 variables that explain this construct, the counts of the corresponding variables were made:

A1. 1. Have you heard of the brands name of the product categories?

The following were the questions: Q3, Q21, Q38, Q55, Q72, Q89, Q106, Q123, Q140, and Q157

A2. 2. Are you familiar with the products?

The following were the questions: Q5, Q23, Q40, Q57, Q74, Q91, Q108, Q125, Q142, and Q159

A3. 3. What is the impact of the brand's advertising?

The following were the questions: Q19, Q36, Q53, Q70, Q87, Q104, Q121, Q138, Q155, and Q172.

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After counting, the distribution of frequencies for each category and for each variable was analyzed, to build a Likert scale (Likert, 1932) from 1 to 5. Table 15 shows an example for variable A3 and Alcoholic Beverages category:

Table 15

Example frequency distribution for the variable A3

Value	Frequency	Percentage	Percentage of valid responses	Cumulative percentage
1	161	20.10%	21.20%	21.20%
2	143	17.90%	18.80%	40.00%
3	157	19.60%	20.70%	60.70%
4	138	17.20%	18.20%	78.80%
5	161	20.10%	21.20%	100%
Missing	41	5.10%		
Total	801	100.00%		

The ranges of counts extrapolated defined partitions, which were in turn used to construct the variables C1, C2 and C3; the counts and/or groupings of the corresponding variables were carried out (see Appendix C).

Construct consideration

For construction of the variables C1, C2 and C3, the following procedure was employed:

C1. 5. Is it the brand that has the best price/benefit ratio?

The questions were Q10, Q28, Q45, Q62, Q79, Q96, Q113, Q130, Q147, and Q164.

If the person mentioned both price and benefit when asked on their buying criteria, it receives a score of five on this construct. When only one of these is considered, a score of three is given. Otherwise, a value of one is given to this variable.

C2. 6. Is it the brand you prefer?

The questions were Q8, Q26, Q43, Q60, Q77, Q94, Q111, Q128, Q145, and Q162.

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The preference on a brand is a motivator, which materializes at the time of purchase for one brand over another; however, it is not a concept that could be applied to a product category. In this sense, the concept of preference of an individual towards a product category does not apply.

C3. 7. What are the drivers of the brand choice? (Media influence).

The questions were Q18 and Q19, Q35 and Q36, Q52 and Q53, Q69 and Q70, Q86 and Q87, Q103 and Q104, Q120 and Q121, Q137 and Q138, Q154 and Q155, Q171 and Q172.

It was defined for this case that if the means were not mentioned in Q18, the score for that question would be one, and if these were mentioned at Q18, it would share a score with Q19. That is, if a specific mean is not associated with the publicity of the category, a score of one is allocated. In other cases, the qualification is obtained by adding the answers on the impact level that each interviewee assigned.

Construct buy

For construction of the variables C1, C2 and C3, the counts and/or groupings for the corresponding variables were carried out.

B1. 8. Is it the brand you often buy?

The questions were Q6, Q24, Q41, Q58, Q75, Q92, Q109, Q126, Q143, and Q160. The dummies were counted, the distribution was observed and the ranges were built.

B2. 9. What are the main drivers that influence your purchase brand decision?

The questions were Q10 if the answer was advertising of the brand (2) then move to Q19(6)-Q20, and so on for each product category Q28-Q36(6)-Q37, Q45-Q53(6)-Q54, Q62-Q70(6)-Q71, Q79-Q87(6)-Q88, Q96-Q104(6)-Q105, Q113-Q121(6)- Q122, Q130-Q138(6)-Q139, Q147-Q155(6)-Q156, Q164-Q172(6)-Q173

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B3. 10. Where do you buy? (Availability)

Q13, Q30, Q47, Q 64, Q81, Q98, Q115, Q132, Q149, Q166.

The dummies were counted, the distribution was observed and the ranges were built. Table 16 is an example of frequency distribution for dummy variables.

Table 16

Example of frequency distribution for dummy variables

Value	Frequency	Percentage	Percentage of valid responses	Cumulative percentage
1	447	55.80%	55.80%	55.80%
5	354	44.20%	44.20%	100.00%
Missing	0	0%		
Total	801	100.00%		

Construct loyalty

For construction of variables L1, L2 and L3, the counts and/or groupings for the corresponding variables were carried out.

L1. 11. Is it the brand you always buy and would buy again?

Q9, Q27, Q44, Q61, Q78, Q95, Q112, Q129, Q146, Q163.

The dummies were counted, the distribution was observed and the ranges were built.

L2. 12. Is it the brand that meets all your expectations?

Q8, Q26, Q43, Q60, Q77, Q94, Q111, Q128, Q145, Q162.

Variance on the choice of a brand that fulfills the expectations of an individual was calculated, with it being extrapolated to the category under the assumption that due to major changeability, more brands fulfill the expected criterion. Thus, those product categories with bigger L2 values have less possibilities of filling the expectations of the individuals, in opposition to those categories that have low variance.

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L3. 13. Do you consider it as a second option to purchase when your favorite brand is not available?

The questions were Q7, Q25, Q42, Q59, Q76, Q93, Q110, Q127, Q144, and Q161.

If the customer looks for at least one substitute brand when their favorite brand is not available, a score of five is assigned to them in the criterion L3. Should they not think of substitutes (i.e. by going to another shop to find the preferred brand), it is qualified with one.

The dummies were counted, the distribution was observed and the ranges were built.

Construct engagement

For the constructions of the variables E1, E2 and E3, the following procedure was carried out:

E1. 12. Do you share with your social network your experience about the brands?

The questions that were made for the 10 categories evaluated were Q14, Q31, Q48, Q65, Q82, Q99, Q116, Q133, Q150, and Q167.

In case the registry becomes one, the customer is qualified with five. Otherwise, it gets a one. This means that if the respondent shares its experience in consumer brands on social networks, a score of five is given, while a score of one is delivered otherwise.

E2. 13. Do you recommend your person favorite brand to your friends/family?

The questions that were made for the 10 categories evaluated were: Q15, Q32, Q49, Q66, Q83, Q100, Q117, Q134, Q151, Q168 if the response count comes out to 1 then the score is qualified with five otherwise 1, those people that are generators of opinion and make recommendations to their influence group are qualified with 5 while those people that do not generate recommendations are qualified with 1.

E3. 14. Could Social Network recommendations of a brands cause you to consider buying from a brand?

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The questions that were made for the 10 categories evaluated were: Q16, Q33, Q50, Q67, Q84, Q101, Q118, Q135, Q152, Q169 in case the registry becomes 1 is qualified with five otherwise 1, it means when the interviewee considers recommendations in social networks over brand advertising.

Findings

The hypotheses were validated using the software known as AMOS, following the model displayed in Figure 10.

Hypothesis H1

Results shown in Table 17 were obtained from testing hypothesis H1.

Table 17

Results for hypothesis H1

			Estimate	S.	C.R	P
AWARENESS	←	A1_TOTAL	-0.331	0.032	-10.467	***
AWARENESS	←	A2_TOTAL	0.177	0.032	5.587	***
AWARENESS	←	A3_TOTAL	0.558	0.031	17.822	***
AWARENESS	←	MEDIA_DRIVERS	-0.004	0.032	-0.138	0.89

As the results in Table 17 show, the impact of the MEDIA DRIVERS towards AWARENESS is not significant, as it shows a p-value of .89, which is greater than 0.05, and is the value that is considered comparative for this type of analysis.

In Contrast with Palda (1966) it means that the number of advertising impacts through the media does not necessarily generate recognition of a brand in the consumers. This is a very important finding as it evidences that on the population groups targeted by the study, Post millennials and Millennials, the traditional brand-consumer communication channels do not generate the desired impact.

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Hypothesis testing: H2 to H7

In accordance with the previous diagram, the results of the structural equation-modeling model run to test the hypotheses 2 to 5 went as shown in Table 18.

In the same way, when assessing the significance of each of the regressions (p-value), it was found that:

H2: AWARENESS > CONSIDERATION, it is not confirmed, its p-value is .108.

H3: CONSIDERATION > BUY, it is confirmed, its p-value is <0.05.

H4: BUY > LOYALTY, it is confirmed, its p-value is <0.05.

H5: LOYALTY > ENGAGEMENT, it is not confirmed, its p-value is .824.

Under these results, it is possible to observe the significance of the traditional way of brand funnel steps, CONSIDERATION leading to BUY and BUY leading to LOYALTY. Nevertheless, when a consumer considers buying a product, it does not necessarily purchase the brands that remember, meaning there are other factors such as price, promotion and availability, which could change consumer decision. Therefore, the materialization of purchased products in physical or virtual outlets is directly related to brand knowledge, achieved through brand adoption and consumer loyalty, are achieved with high levels of advertising consumer´s exposure. But the exposure to the brands is not a determinant factor to buy's decision, what is consistent with what was proposed by Palda (1966).

Table 18

Results for hypotheses H2 to H5

			Estimate	S.E	C.R	P
AWARENESS	←	A1_TOTAL	-0.311	0.033	-9.517	***
AWARENESS	←	A2_TOTAL	0.175	0.033	5.363	***
AWARENESS	←	A3_TOTAL	0.542	0.032	16.726	***
CONSIDERATION	←	C1_TOTAL	0.195	0.066	2.952	0.003
CONSIDERATION	←	C3_TOTAL	0.332	0.074	4.478	***

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CONSIDERATION	←	AWARENESS	0.105	0.065	1.608	0.108
BUY	←	B1_TOTAL	0.524	0.028	18.542	***
BUY	←	B2_TOTAL	-0.031	0.03	-1.061	0.289
BUY	←	B3_TOTAL	0.5	0.028	17.678	***
BUY	←	CONSIDERATION	-0.237	0.048	-4.948	***
LOYALTY	←	L1_TOTAL	0.576	0	335240.863	***
LOYALTY	←	L2_TOTAL	0	0	-4.038	***
LOYALTY	←	L3_TOTAL	0.576	0	335285.875	***
LOYALTY	←	BUY	0	0	30.947	***
ENGAGEMENT	←	E1_TOTAL	0.189	0.102	1.858	0.063
ENGAGEMENT	←	E2_TOTAL	0.191	0.102	1.875	0.061
ENGAGEMENT	←	E3_TOTAL	0.176	0.102	1.726	0.084
ENGAGEMENT	←	LOYALTY	-0.028	0.125	-0.223	0.824

On the other hand, there is no significant relationship between LOYALTY and ENGAGEMENT, meaning that when a consumer is loyal to a brand, it does not necessarily promote their consumption among its social network.

For the hypotheses H6 and H7, hypothesis testing is performed through disaggregation into socioeconomic levels, and by generational group based on the respondents' age: pre-millennials, post millennials and millennials as independent populations. The results for H6 are shown in Table 19:

Table 19

Results for hypothesis H6, different consumer groups

	P	C.R	S.E	Estimate			
SES Low	.059	-1.887	.061	-.114	MEDIA_DRIVERS	←	AWARENESS
SES Medium	.002	3.071	.061	-.048	MEDIA_DRIVERS	←	AWARENESS
SES High	.802	0.25	.079	-.02	MEDIA_DRIVERS	←	AWARENESS
Pre-Millennials	.319	-0.997	.02	-.02	MEDIA_DRIVERS	←	AWARENESS
Millennials	.695	0.392	.061	.024	MEDIA_DRIVERS	←	AWARENESS

H6 is confirmed for SES Low and SES Middle, on the impact of MEDIA DRIVERS to AWARENESS, with p-values of .059 and .002 respectively. But for High SES, Pre-

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Millennials, and Millennials, this impact is no significant with p-value of.802; .319; and .695. For the Post-Millennials group, it was not possible to run the model because the high number of missing values for the involved variables.

Based on the heterogeneous results derived from the model, it could be stated that the impact of media investment by brands differ according to the demographic composition of consumers when grouped from economic situation, but there are no significant relationships when grouped using age brackets, while also being able to state that H6 is accepted for all income groups. However, more evidence is required to confirm the hypothesis when dividing the simple into age groups.

For H7, it must be mentioned that the research proposal analyzed potential changes in the traditional brand funnel process, emphasizing on changes in time and attaining the basic marketing goal of consumer engagement. Thus, the approach selected for this hypothesis states that Millennial consumers go straight to the CONSIDERATION stage without entering the AWARENESS stage, due to the power of social networks surpassing traditional ways to impact them as consumers. Therefore, another SEM was calculated for this hypothesis in particular. The obtained results are shown in Table 20:

Table 20

Results for hypothesis H7

			Estimate	S.E	C.R	P
BUY	←	B1_TOTAL	0.428	0.146	2.937	0.003
BUY	←	B2_TOTAL	-0.211	0.129	-1.631	0.103
BUY	←	B3_TOTAL	0.548	0.13	4.219	***
LOYALTY	←	BUY	0.236	0.074	3.182	0.001
LOYALTY	←	L1_TOTAL	0.258	0.088	2.94	0.003
LOYALTY	←	L2_TOTAL	-0.027	0.089	-0.297	0.766
LOYALTY	←	L3_TOTAL	-0.079	922.589	0	1
ENGAGEMENT	←	LOYALTY	-0.161	0.022	-7.23	***

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ENGAGEMENT	←	E1_TOTAL	0.368	0.012	31	***
ENGAGEMENT	←	E2_TOTAL	0.388	0.012	32.959	***
ENGAGEMENT	←	E3_TOTAL	0.408	0.012	32.959	***
BUY	←	ENGAGEMENT	0.216	0.186	1.161	0.246

H7 is not fulfilled in general for all macro-categories of mass consumption and durable goods, given that the regression shows a p-value=.246. Therefore, as the hypothesis is not confirmed, in contrast with Lynch and McConata (2006) there is no reason to conclude that the engagement of the consumers affects when buying a brand through recommendations from social networks, despite not having seen any type of advertising.

Nevertheless, since it is not technically possible to conclude on this hypothesis based on macro categories, but on product categories, another analysis was carried out while discriminating through the latter. Initially, the analyzed categories were grouped into two macro categories, as mentioned at the beginning, in mass consumption such as alcoholic beverages, drinks in general, food, personal care, home care and perfumes; and other categories considered as durable goods: cars, personal electronics, clothing and home electronics; to identify possible causes of hypothesis rejection. Therefore, a mean difference test was conducted for those macro categories, seeking to determine whether the latent variables showed differences after being calculated from macro categories, leading to the results shown in Table 21.

Table 21

Mean difference test. Hypothesis to test Ho: Media1 = Media2

	Durable Goods			Consumer Goods				
Variable	Mean	Variance	Count	Mean	Variance	Count	Statistical test	Decision
A1	3.13	1.32950229	2403	3.11	1.21127814	5607	0.62372631	No rejection
A2	1.99	1.86168351	2403	2.9	1.57811112	5607	-28.064661	Rejection

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A3	2.64	1.84927563	2263	2.77	1.93151417	5399	-3.666457	No rejection
B1	1.97	1.36175425	2403	3.18	1.57492604	5607	-41.303857	Rejection
B2	2.27	2.97565501	2403	1.86	2.84153065	5420	9.88399914	Rejection
B3	2.02	3.0371025	2403	3.27	3.92824061	5607	-28.183329	Rejection
C1	1.82	1.71507768	2403	2.47	2.26282842	5607	-19.489264	Rejection
C3	1.6	3.85	1265	1.27	5.62	2222	4.46612454	Rejection
L1	1.96	1.32382275	2403	3.18	1.57492604	5607	-42.32881	Rejection
L2	1.45	2.95325087	1314	2.15	2.01927482	4971	-13.53914	Rejection
L3	3.18	3.96616727	2403	4.65	1.28781926	5607	-33.73835	Rejection
E1	2.33	6.10495424	1321	3.4	3.57671308	5116	-14.65487	Rejection
E2	2.38	6.02607185	1321	3.54	3.35809082	5128	-15.95256	Rejection
E3	2.22	6.22473894	1321	3.33	3.67986616	5128	-15.06512	Rejection

For the variables A1, A3 the premise of equalities between means is not rejected. For the following variables: A2, B1, B3, C1, C3, E1, E2, E3, L1, L2, L3, we reject the hypothesis of equality of means at 99% confidence. This way, it makes sense to analyze only the hypotheses that contain A2, B1, B3, C1, C3, E1, E2, E3, L1, L2, and L3.

For the latent variable AWARENESS, there is no significant evidence of differences between durable goods categories and mass consumption ones. Thus, the hypotheses that involve this variable are not analyzed, these hypotheses corresponding to H1, H2 and H6. For hypothesis H3, H4 and H5, convergence was not obtained from the algorithm at AMOS software, thus regression coefficients are indeterminate.

H7 is confirmed .05 lower for durable goods, while it is not confirmed for mass consumption goods, meaning that once the consumer is committed with the brand, it leads to repurchase for durable goods. This repurchase pattern is not necessarily clear or found on mass consumption goods.

Summary

The research was applied in the four largest Colombian cities: Bogota, Medellin, Cali and Barranquilla, in crowded places like malls, chain stores, department stores, public parks

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and shopping areas. The most important product categories were selected based on the Nielsen classification. Selected categories were the following: alcoholic beverages, food, beverages in general, personal care, home care, personal electronic devices, and electronic equipment for home, perfumes, clothing and cars.

Confirmatory factor analysis was chosen to analyze the data. It has become in the last years one of the most recommended procedures used in social science research. The confirmatory factor analysis is a procedure of analysis framed in the structural equation models, with the purpose to model measurement, analyzing the relationships between a set of indicators or variables observed and one or more latent variables or factors.

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Chapter 5: Conclusions and Recommendations

Social networks are dynamic by nature. Ties are established, which may flourish and perhaps evolve into close relationships, and they can also dissolve quietly, or suddenly turn sour and go with a bang. Sociability is one of the most significant functions of social media. Community and connectedness represent the sociability function of the best social media. The emergence of social media quickly allows people to form virtual communities, which consist of people sharing same interests or background. The subsequent effect of these communities is electronic word-of-mouth, which is far more influential than offline word-of-mouth.

The connectedness of social media is strongly related to the user's perceptions and the actual usage of social media platforms. It is a potential source of social capital in which people may realize their network benefits by managing both their strong and weak ties. (Riedl, Kobler, Goswami, and Krcmar, 2013).

Even though the chosen sample is statistically representative, it is worth mentioning that it does not reflect the broad spectrum of consumer behavior that can be found across the Colombian population. Additionally, the influence of social media and Internet on a consumer's daily life is an ongoing phenomenon; consequently, it must be analyzed through data acquired over time, intended to establish behavior patterns.

Digital media investments are still small, representing 7% of total advertising spending in Colombia and only 4% in Latin America, showing there is still a long way to go on the maturity of communication strategies behind the construction of high impact relationships between brands and consumers in the digital age. Social network management is still incipient in Colombian and Latin American marketing, as it requires a deeper and more

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structured anthropological analysis to unveil cultural and social drivers, aimed to build real conversations between brands and socially emergent young consumers.

Conclusions

The study's findings show that sociability among the members of the socially emerging millennial communities positively affects consumers' confidence and hold a significant sway on purchasing decisions. The level of communality and connectivity of social networking platforms represent sociability. The study reflects that the majority of the interviewed population spent more than two hours a day online, wherein it emphasized that Post millennials and Millennials are the predominant generations in permanent connection. It means they belong to a generation whose main objective is social networking connectivity, as well as searching for information and entertainment (See Table 21).

The emerging socioeconomic segments, (low and middle SES) represent 93.3 % of the total for people with connectivity greater than 4 hours and, likewise, 92% of the surveyed population focused the use of digital connectivity on information, behaviors, opinions, and recommendations exchange through social networking platforms.

When companies are building a brand, they focus their investment strategies on traditional media. However, study results show that product quality and price take a very relevant role in most of the evaluated categories, while brand advertising took a mediocre position (6th level of relevance) among the 12 most important drivers a consumer takes into account when buying a product.

The influence of social networks (recommendations from friends/relatives) stands out as an important driver for consumers, when taking the decision of buying mass consumption goods, it ranks seventh among the 12 most important drivers. This finding is very important to the business world and marketing specialists, as it underlines a growing trend that asserts

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the power of social networks on purchasing decisions. In contrast, all brand-consumer communication strategies even on the internet are only aimed at increasing brand awareness, without a clear strategy that actually builds bidirectional communication bridges, in which brands and consumers generate valuable conversations, intended to expand and strengthen long-term relationships between consumers and brands.

The socially emergent young consumers are eager for social exchange, to talk with their brands, to build a personal relationship where brands become partners, friends, counsellors to their consumers; a relationship in which brands know deeply the tastes, preferences, trends and needs of their consumers as individuals, not just as a mass that receives eminently commercial, unidirectional messages, looking for only short-term relationships, limited to purchasing but excluding value, relationship for the community.

Within the context of the fingerprint generated by consumers in their daily interaction with brands and purchase transactions, data repositories, which include nothing more than consumer behaviors expressed in terms of taste, preferences and consumer-brand affinities, have been created. Here is the great paradox of today's world: faced with so much globalization and information multiplicity, the consumer wants to be seen as an individual who wants to be recognized and understood as such.

These consumers hope their brands know their names, tastes and experiences they believe to be memorable. Basically, the fingerprint is a consumers' DNA in action, and brands should consider it a very valuable asset to develop value propositions tailored to suit each person.

The cultural dimension is transcendental at the time of establishing long-term relationships between brands and consumers. Socially emerging young Colombian consumers (post-millennial, millennial, socioeconomic strata 2, 3 and 4) recognize their closest social

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circles (family, friends, work/study partners) as valid interlocutors, influential when making product-purchasing decisions. The study shows a clear preponderance of the word-of-mouth factor when considering the purchase of durable goods (electronics, clothing, vehicles), and its growing importance when it comes to mass consumption products.

The research confirms that consumers with high levels of conformity are more likely to depend on recommendations from family and friends on a product, and less on impersonal promotions (Clark and Staunton, 1989)

It is appropriate to perform a deeper analysis on purchase drivers at the mass consumption industry level. Specifically, analyzing communication channels between brands and consumers, identifying patterns that promote more conversations in the social media about memorable experiences with these products. In a context of micro-tribes and consumers' reluctance towards traditional media, word of mouth plays a fundamental role in the construction of value for brands, with consumers becoming co-creators of content for brands, with this content and/or experiences travelling exponentially throughout different digital channels, becoming living messages, attesting for the brand-consumer relationship.

Theories about the impact of the altitude of the city in which people leave on consumers' behavior have been raised from the anthropological point of view. The cultural behavior associated with customs and communication channels that create a pseudo-language for each region/country, with values and different ways of perception, symbolic representations of different social realities, certainly create a huge challenge to brands at the time of constructing and implementing powerful communication strategies that move the social and cultural fibers of consumers so diverse, with so different codes originating from communication and interaction.

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The study demonstrated that is possible to distinguish four subcultures in the Colombian case, as follows:

- Andean culture: associated to cities with altitude above 2,000 meters above sea level and more than 4 million people. Bogota fits into this category.
- Mediterranean culture: cities with an altitude between 1,200 and 1,900 meters above sea level, and between 1 million and 4 million people. Medellin belongs to this group.
- Caribbean culture: comprising cities that are near or with direct access to the sea, as well as populations between 1 million and 4 million inhabitants. Barranquilla is a city that carries this label.
- Pacific/Andean culture: associated to cities near the Pacific Ocean, but with mixed Andean/Pacific cultural identity, and population levels between 1 million and 4 million inhabitants. Cali is a representative from this set.

Implications

Companies must assess social media with a diverse set of criteria. Are there many support groups or small communities on the platforms? Do community members frequently interact with their groups and capable over talking about a specific topic? How many members are active participants in a group? Regarding their followers and social networks, are they powerful influencers? How influential are ambassadors or opinion leaders with their followers? Are group users willing to share purchase and post-purchase experiences of a product or service? All those inquiries will help companies to identify which are the most suitable strategies to achieve effectiveness in social networks.

Similarly, it would be desirable to review the skills and competence profiles of the marketing teams, their sales, shopper marketing and managerial areas of the organizations as

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well. The digital world has transcendentally transformed the relationship between brands and consumers. Therefore, the strategies, methods, and forms of marketing operations must be reviewed and updated accordingly to this dramatically different and more challenging reality.

Considerable effort is required to conduct subsequent measurements for the current study in order to verify measurement stability and test hypotheses. A cross-sectional analysis is required every two years for monitoring changes in consumers' habits, since the dynamics in the digital world are ever changing.

Social networks are very often influencing decisions to purchase goods; it is suggested to monitor the progress of this influence to define the tipping point against existing marketing theories, in which the recognition and advertising have been the determining factors behind purchase and loyalty. Companies are still basing their investment strategies on marketing to increase brand recognition. However, this study confirmed for the first time in a Latin America country, following other studies in European countries and the United States, that millennials and post millennial consumers are not influenced by traditional methods as much as generation X and older ones. The sociodemographic structure of Colombia and Latin America demonstrate that the age group post millennials and millennials belong to may drive the economy in the following 10 years, which also allows reconsidering business investment models, approaches toward consumers, and methods to market and communicate. Likewise, it influences the manner to build loyalty and engagement.

More than product advertising on internet or in social networks, what consumers expect from companies is to create conversations of high value to them, useful contents of interest to the community and any person allowing the people to set up two-way communication channels between consumers and brands. By doing so extrinsic, intrinsic values and needs, converge.

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The brands-consumer interaction must tend to be more personalized and less massive. It certainly is a big challenge for companies that a world of masses must be able to segment their consumers through a deep and uninterrupted study of their habits, preferences, transactions and culture.

A deep anthropologic analysis about sub-cultures, social tribes, and their forms of social interaction would provide further proof of consumer behaviors; thereby, detailed awareness of consumption drivers associated with each segment and/or socio-cultural cluster will guide the design of the most appropriate communicative and interactive strategies between brands and consumers.

Based on the above, an ethnographic profile (consumers' behavior in digital social networks) could be established for each cluster, and powerful connections would be created from there, showing high value and impacting more successfully on the results from advertising investment that companies do in marketing and sales, completely in line with the behavioral realities, media consumption and products that Post-millennials and Millennials generations consume.

Recommendations

Since the scope of the study was limited to evaluate the impact of traditional social media (television, radio, magazines, public signs) and new media on Internet, it is suggested to extend the analysis of the model to other drivers (product quality, price, variety, store location, social recognition, payment facilities, customer service, display at the point of sale). That could impact on buying decision, as well as on consumers' loyalty and engagement with their brands.

In addition, it is important to go deeper into the cultural aspects (region, education, traditions, and altitude of the city/living area) and assess whether these have an impact on

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loyalty and engagement levels with the brands. Many subcultures associated with the altitude of the cities where consumers live and the cultural influence of migrants who come from these latitudes are recognized in Latin America. There is the Andean culture, at cities with altitudes over 2000 meters, the Caribbean culture which is related to cities near sea level, and an Anglo-European culture associated with very high cultural influence from European countries such as Spain, Italy, France, Portugal, and England.

Given the dynamic nature of consumer behaviors, strengthened by the digital media that has changed dramatically the brand interaction with consumers, it is suggested to conduct a cross sectional study, to apply the analysis of media consumption once per year and evaluate the changes of habits through time. It is also necessary to define the extent of the social impact that networks have on populations beyond post-millennials and millennials, intending to analyze the way that these generations have been adopting new media to their lifestyle, and therefore requiring to measure their effect.

The opinions, recommendations and positive/negative experiences on durable goods, expressed through networks, led the consumers to consider buying without being exposed to any previous advertising about those products.

In accordance to this, an analysis of consumer behaviors related to mass consumer products, which still require to be exposed in different ways to attain their objective of being purchased and become a customer's selection, is recommended. It is also suggested to evaluate consumers' behavior in the digital media, using techniques of social network analysis, aimed towards determining influencers' roles, communication flows among network members, and reactions to changes behavioral inductors.

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Appendix A: Colombian Media Affinity Survey

CUESTIONARIO #			

ENCUESTA DE AFINIDAD DEL CONSUMIDOR DE COLOMBIA MEDIA

	DD	MM	AAAA		Hora Militar		Hora Militar		H:MM:SS
Fecha			2014	Hora inicio	:	Hora finalización	:	Duración	: :

Buenos días, tardes, noches, mi nombre es… (CITE SU NOMBRE), trabajo para DuGon, empresa dicada a investigar a través de encuestas las opiniones de personas como usted sobre diferentes temas. En la actualidad estamos realizando un estudio sobre afinidad del consumidor con los medios de comunicación en Colombia. Me puede colaborar respondiendo unas preguntas.
Los datos suministrados serán utilizados para fines específicos de gestión del estudio en mención. Garantizamos manejar la confidencialidad de su identidad, de acuerdo a los lineamientos del código de ética de ESOMAR por el cual nos regimos.

ATENCIÓN ENCUESTADOR EN EL CASO EN QUE EL ENTREVISTADO TENGA 14 A 17 AÑOS SOLICITE HABLAR CON UN ADULTO RESPONSABLE Y LEA LO SIGUIENTE:

Como parte de nuestro trabajo profesional queremos pedirle su autorización para entrevistar al menor de edad.
Le agradecería que, para darle más confianza al joven/jovencita, usted nos acompañe durante la aplicación de la encuesta.
Tenga en cuenta que la encuesta debe ser contestada por el menor de edad. Por favor, no le ayude ni le recuerde respuestas.
No hay respuestas buenas ni malas, sólo nos interesa saber lo que el menor de edad piensa.

Por favor, es tan amable de firmar aquí como constancia de que usted autoriza al menor de edad para que responda la encuesta.

Nombre y firma del adulto responsable: ____

Parentesco: ____

Número de identificación: ____

DATOS DE CLASIFICACIÓN

¿De qué estrato llegan los recibos de servicios públicos en su hogar? ***(RU)***

1	2	3	4	5	6
CONTINÚE					

¿Cuál es su edad exacta? /_______________/ ***(ENC: REGISTRE EDAD EXACTA, RU)***

Menos de 14 años	1	***TERMINE***
De 14 a 18 años	2	***CONTINÚE***
De 19 a 24 años	3	***CONTINÚE***
De 25 a 29 años	4	***CONTINÚE***
De 30 a 34 años	5	***CONTINÚE***
De 35 a 49 años	6	***CONTINÚE***
Más de 50 años	7	***CONTINÚE***

ENC: TENGA EN CUENTA QUE LOS ENTREVISTADOS DE 14 A 18 AÑOS DE EDAD NO SE LE DEBE PREGUNTAR POR EL CAPITULO DE BEBIDAS ALCOHOLICAS, APARATOS ELECTRÓNICOS PARA EL HOGAR Y AUTOMÓVILES EN CUANTO A COMPRA EN ALGUN MOMENTO, EN LOS ULTIMOS 3 MESES, LA PREFERIDA Y VOLVERIA A COMPRAR.

GÉNERO

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Masculino	**1**
Femenino	**2**

F1 ¿Usted cuántas horas al día está conectado a la Internet? ***(ENC: REGISTRE, RU)***

HORAS	RU	
Menos de 1 hora	1	***TERMINE***
Entre 1 a 2 horas	2	***CONTINÚE***
Entre 3 a 4 horas	3	***CONTINÚE***
Más de 4 horas	4	***CONTINÚE***
Ninguna		***TERMINE***

F.2 De las siguientes opciones por favor indique… ¿cuál es el uso que le da usted a internet? ***(ENC: REGISTRE, RM)***

USO	RM	
Redes Social	1	***CONTINÚE***
Búsqueda de Información	2	***CONTINÚE***
Entretenimiento (YouTube, video, Películas, Música)	3	***CONTINÚE***
Correo Electrónico	4	***CONTINÚE***
Ninguna	5	***TERMINE***

MEDIOS DE COMUNICACIÓN

1. De los siguientes medios de comunicación ¿con cuáles tiene contacto habitualmente? **ENC: LEER OPCIONES, RM)**

Medios de comunicación	Diariamente	Varias veces a la semana	Al menos una vez a la semana	Varias veces al mes	Al menos una vez al mes	Ocasionalmente
Programas de televisión nacional	1	2	3	4	5	6
Programas de televisión Regional (Telecaribe, Telepacífico, Teleantioquia, Canal Capital, Citytv, otros)	1	2	3	4	5	6
Programas de televisión por cable o satelital	1	2	3	4	5	6
Emisoras de radio	1	2	3	4	5	6
Diarios / periódicos Nacionales	1	2	3	4	5	6
Diarios / periódicos Regionales	1	2	3	4	5	6
Revistas	1	2	3	4	5	6
Vallas / letreros / Publicidad exterior	1	2	3	4	5	6
Internet	1	2	3	4	5	6

2. Por favor, califique en una escala de 1 a 5, donde 1 es nada importante y 5 muy importante, ¿Cuál de los siguientes medios de comunicación con los que tiene contacto es más importante para usted? **(ENC: MENCIONE SÓLO LOS MEDIOS QUE NOMBRÓ EN P1, RM)**

Medios de comunicación	Nada importante				Muy importante
Programas de televisión nacional	1	2	3	4	5
Programas de televisión Regional (Telecaribe, Telepacífico, Teleantioquia, Canal Capital, Citytv, otros)	1	2	3	4	5
Programas de televisión por cable o satelital	1	2	3	4	5
Emisoras de radio	1	2	3	4	5
Diarios / periódicos Nacionales	1	2	3	4	5
Diarios / periódicos Regionales	1	2	3	4	5
Revistas	1	2	3	4	5
Vallas / letreros / Publicidad exterior	1	2	3	4	5

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Internet	1	2	3	4	5

BEBIDAS ALCOHOLICAS

3. ¿Qué marcas de trago conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
4. De las marcas de trago que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P3 DE LA LISTA, RM)**
5. ¿Qué marcas de trago ha comprado para Usted en algún momento**(RM)**
6. ¿Y cuáles compró en los últimos 3 meses **(RM)**
7. Centrados en las marcas que conoce y ha consumido, si usted pudiera decidir en este momento el comprar una marca de trago para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN**
8. ¿Cuál es la marca de trago que Usted prefiere **(RU)**
9. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

ENC: TENGA EN CUENTA QUE A LOS ENTREVISTADOS DE 14 A 18 AÑOS DE EDAD NO SE LE DEBE PREGUNTAR DE LA P5 HASTA LA P17

MARCAS	P3		P4 Ayudado (RM)	P5 Compradas (RM)	P6 Últimos 3 meses (RM)	P7 Orden	P8 Preferida (RU)	P9 Volvería a Comprar (RM)
	TOM (RU)	Otras (RM)						
Chivas Regal	1	1	1	1	1		1	1
Buchanans	2	2	2	2	2		2	2
Johnnie Walker	3	3	3	3	3		3	3
Old Parr	4	4	4	4	4		4	4
Something Special	5	5	5	5	5		5	5
Jack Daniel's	6	6	6	6	6		6	6
Cerveza Póker	7	7	7	7	7		7	7
Cerveza Águila	8	8	8	8	8		8	8
Cerveza Águila Light	9	9	9	9	9		9	9
Cerveza Costeña	10	10	10	10	10		10	10
Cerveza Pilsen	11	11	11	11	11		11	11
Club Colombia	12	12	12	12	12		12	12
Cerveza Redds	13	13	13	13	13		13	13
Aguardiente Antioqueño	14	14	14	14	14		14	14
Aguardiente Néctar	15	15	15	15	15		15	15
Ron Bacardi	16	16	16	16	16		16	16
Ron Viejo de Caldas	17	17	17	17	17		17	17
Ron Santa fe	18	18	18	18	18		18	18
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P17***	97		97	97

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10. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de trago para usted? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	**P10 Influyen (RM)**
Marca	1
Publicidad de la marca	2
Calidad del product	3
Variedad del trago	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrine	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

11. Si su red social tiene publicidad de su marca preferida ¿influiría en su decisión de compra? ***(ENC: ESPONTANÉA, RU)***

Si	1
No	2

12. ¿De qué manera paga normalmente sus compras de bebidas alcohólicas? ***(ENC: LEA OPCIONES, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

13. ¿Dónde acostumbra comprar las bebidas alcohólicas que usted consume? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

14. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

15. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

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16. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

17. ¿De qué marcas de tragos recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

18. De las marcas de tragos de las que recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P17, RM)***

19. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P17, RU POR MARCA)***

	P17		P18 (RM)								P19 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Chivas Regal	1	1	1	2	3	4	5	6	7	8	1	2	3
Buchanans	2	2	1	2	3	4	5	6	7	8	1	2	3
Johnnie Walker	3	3	1	2	3	4	5	6	7	8	1	2	3
Old Parr	4	4	1	2	3	4	5	6	7	8	1	2	3
Something Special	5	5	1	2	3	4	5	6	7	8	1	2	3
Jack Daniel's	6	6	1	2	3	4	5	6	7	8	1	2	3
Cerveza Póker	7	7	1	2	3	4	5	6	7	8	1	2	3
Cerveza Águila	8	8	1	2	3	4	5	6	7	8	1	2	3
Cerveza Águila Light	9	9	1	2	3	4	5	6	7	8	1	2	3
Cerveza Costeña	10	10	1	2	3	4	5	6	7	8	1	2	3
Cerveza Pilsen	11	11	1	2	3	4	5	6	7	8	1	2	3
Club Colombia	12	12	1	2	3	4	5	6	7	8	1	2	3
Cerveza Redds	13	13	1	2	3	4	5	6	7	8	1	2	3
Aguardiente Antioqueño	14	14	1	2	3	4	5	6	7	8	1	2	3
Aguardiente Néctar	15	15	1	2	3	4	5	6	7	8	1	2	3
Ron Bacardi	16	16	1	2	3	4	5	6	7	8	1	2	3
Ron Viejo de Caldas	17	17	1	2	3	4	5	6	7	8	1	2	3
Ron Santa fe	18	18	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P18 INTERNET CONTINUÉ, DE LO CONTRARIO PASE A P21

20. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

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ALIMENTOS

21. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
22. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P21 DE LA LISTA, RM)**
23. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**
24. ¿Y cuáles compró en los últimos 3 meses? **(RM)**
25. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**
26. ¿Cuál es la marca que Usted prefiere? **(RU)**
27. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P21		P22 Ayudado (RM)	P23 Compradas (RM)	P24 Últimos 3 meses (RM)	P25 Orden	P26 Preferida (RU)	P27 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Margarita	1	1	1	1	1		1	1
Quaker	2	2	2	2	2		2	2
Fruco	3	3	3	3	3		3	3
Maizena	4	4	4	4	4		4	4
Maggi	5	5	5	5	5		5	5
Rama	6	6	6	6	6		6	6
Alpina	7	7	7	7	7		7	7
Colanta	8	8	8	8	8		8	8
Bom bom bum	9	9	9	9	9		9	9
Jet	10	10	10	10	10		10	10
Saltin Noel	11	11	11	11	11		11	11
Ducales	12	12	12	12	12		12	12
Festival	13	13	13	13	13		13	13
Yupi	14	14	14	14	14		14	14
Papas Fritas súper Ricas	15	15	15	15	15		15	15
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P34***	97		97	97

28. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de alimentos para usted? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P28 Influyen (RM)
Marca del alimento	1
Publicidad de la marca	2
Calidad del product	3
Variedad del alimento	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrine	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12

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NINGUNO **(NO LEER)**	97

29. ¿De qué manera paga normalmente sus alimentos? ***(ENC: : LEA OPCIONES, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

30. ¿Dónde acostumbra comprar los alimentos que usted consume? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

31. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

32. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

33. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

34. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

35. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN 34, RM)***

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36.
37. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P34, RU POR MARCA)***

	P34		P35 (RM)								P36 RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Margarita	1	1	1	2	3	4	5	6	7	8	1	2	3
Quaker	2	2	1	2	3	4	5	6	7	8	1	2	3
Fruco	3	3	1	2	3	4	5	6	7	8	1	2	3
Maizena	4	4	1	2	3	4	5	6	7	8	1	2	3
Maggi	5	5	1	2	3	4	5	6	7	8	1	2	3
Rama	6	6	1	2	3	4	5	6	7	8	1	2	3
Alpina	7	7	1	2	3	4	5	6	7	8	1	2	3
Colanta	8	8	1	2	3	4	5	6	7	8	1	2	3
Bom bom bum	9	9	1	2	3	4	5	6	7	8	1	2	3
Jet	10	10	1	2	3	4	5	6	7	8	1	2	3
Saltin Noel	11	11	1	2	3	4	5	6	7	8	1	2	3
Ducales	12	12	1	2	3	4	5	6	7	8	1	2	3
Festival	13	13	1	2	3	4	5	6	7	8	1	2	3
Yupi	14	14	1	2	3	4	5	6	7	8	1	2	3
Papas Fritas súper Ricas	15	15	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?													
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P35 INTERNET CONTINUE, DE LO CONTRARIO PASE A P38

38. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

BEBIDAS

39. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
40. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P38 DE LA LISTA, RM)**
41. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**
42. ¿Y cuáles compró en los últimos 3 meses? **(RM)**
43. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**
44. ¿Cuál es la marca que Usted prefiere? **(RU)**

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45. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P38 TOM (RU)	P38 Otras (RM)	P39 Ayudado (RM)	P40 Compradas (RM)	P41 Últimos 3 meses (RM)	P42 Orden	P43 Preferida (RU)	P44 Volvería a comprar (RM)
Pepsi	1	1	1	1	1		1	1
Gatorade	2	2	2	2	2		2	2
Coca-cola (Cuatro, fanta, Sprite, Fuze te, Del valle)	3	3	3	3	3		3	3
Gaseosas Postobon (Naranja, manzana, uva, colombiana, Limonada, Freskola)	4	4	4	4	4		4	4
Jugos hit	5	5	5	5	5		5	5
Jugos TuTi Frutti	6	6	6	6	6		6	6
Fitness	7	7	7	7	7		7	7
Nesquik	8	8	8	8	8		8	8
Ades (jugos – Leche)	9	9	9	9	9		9	9
Chocolisto	10	10	10	10	10		10	10
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P51***	97		97	97

46. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de bebida para usted? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P45 Influyen (RM)
Marca de la bebida	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de la bebida	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

47. ¿De qué manera paga normalmente en sus compras las bebidas? ***(ENC: LEA OPCIONES, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9

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Paypal	10
Otro, ¿cuál?	

48. ¿Dónde acostumbra comprar las bebidas que usted consume? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

49. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

50. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

51. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

52. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

53. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN 51, RM)***

54. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P51, RU POR MARCA)***

	P51				P52 (RM)						P53 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Pepsi	1	1	1	2	3	4	5	6	7	8	1	2	3
Gatorade	2	2	1	2	3	4	5	6	7	8	1	2	3
Coca-cola (Cuatro, fanta, Sprite, Fuze te, Del valle)	3	3	1	2	3	4	5	6	7	8	1	2	3
Gaseosas Postobon (Naranja, manzana, uva, colombiana, Limonada, Freskola)	4	4	1	2	3	4	5	6	7	8	1	2	3
Jugos hit	5	5	1	2	3	4	5	6	7	8	1	2	3
Jugos TuTi Frutti	6	6	1	2	3	4	5	6	7	8	1	2	3
Fitness	7	7	1	2	3	4	5	6	7	8	1	2	3
Nesquik	8	8	1	2	3	4	5	6	7	8	1	2	3
Ades (jugos – Leche)	9	9	1	2	3	4	5	6	7	8	1	2	3
Chocolisto	10	10	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3

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No sabe / no responde	99	99
Ninguna	97	97

ENC: SI DICE EN P52 INTERNET CONTINUÉ, DE LO CONTRARIO PASE A P55

55. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

CUIDADO PERSONAL

56. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
57. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P55 DE LA LISTA, RM)**
58. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**
59. ¿Y cuáles compró en los últimos 3 meses? **(RM)**
60. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**
61. ¿Cuál es la marca que Usted prefiere? **(RU)**
62. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P55		P56 Ayudado (RM)	P57 Compradas (RM)	P58 Últimos 3 meses (RM)	P59 Orden	P60 Preferida (RU)	P61 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Gillete	1	1	1	1	1		1	1
Oral B	2	2	2	2	2		2	2
Pantene	3	3	3	3	3		3	3
Johnson and Johnson	4	4	4	4	4		4	4
Listerine	5	5	5	5	5		5	5
Speed Stick	6	6	6	6	6		6	6
Protex	7	7	7	7	7		7	7
Colgate	8	8	8	8	8		8	8
Rexona	9	9	9	9	9		9	9
Pond´s	10	10	10	10	10		10	10
Nivea	11	11	11	11	11		11	11
Nosotras	12	12	12	12	12		12	12
Kotex	13	13	13	13	13		13	13
Dove	14	14	14	14	14		14	14
Sedal	15	15	15	15	15		15	15
Otra(s), ¿cuál(es)?	17							
No sabe/no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P68***	97		97	97

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63. ***LEA OPCIONES, RM)***

ASPECTOS	P65 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

64. ¿De qué manera paga normalmente en sus compras de cuidado personal ? ***(ENC: ESPONTÁNEA, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

65. ¿Dónde acostumbra comprar los productos de cuidado personal que usted consume? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

66. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

67. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

68. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

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69. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

70. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P68, RM)***

71. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P68, RU POR MARCA)***

MARCAS	P68				P69 (RM)						P70 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Gillete	1	1	1	2	3	4	5	6	7	8	1	2	3
Oral B	2	2	1	2	3	4	5	6	7	8	1	2	3
Pantene	3	3	1	2	3	4	5	6	7	8	1	2	3
Johnson and Johnson	4	4	1	2	3	4	5	6	7	8	1	2	3
Listerine	5	5	1	2	3	4	5	6	7	8	1	2	3
Speed Stick	6	6	1	2	3	4	5	6	7	8	1	2	3
Protex	7	7	1	2	3	4	5	6	7	8	1	2	3
Colgate	8	8	1	2	3	4	5	6	7	8	1	2	3
Rexona	9	9	1	2	3	4	5	6	7	8	1	2	3
Pond´s	10	10	1	2	3	4	5	6	7	8	1	2	3
Nivea	11	11	1	2	3	4	5	6	7	8	1	2	3
Nosotras	12	12	1	2	3	4	5	6	7	8	1	2	3
Kotex	13	13	1	2	3	4	5	6	7	8	1	2	3
Dove	14	14	1	2	3	4	5	6	7	8	1	2	3
Sedal	15	15	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P69 INTERNET CONTINUÉ DE LO CONTRARIO PASE A P72

72. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

CUIDADO DEL HOGAR

73. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**

74. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P72 DE LA LISTA, RM)**

75. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**

76. ¿Y cuáles compró en los últimos 3 meses? **(RM)**

77. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**

78. ¿Cuál es la marca que Usted prefiere? **(RU)**

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79. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P72 TOM (RU)	P72 Otras (RM)	P73 Ayudado (RM)	P74 Compradas (RM)	P75 Últimos 3 meses (RM)	P76 Orden	P77 Preferida (RU)	P78 Volvería a comprar (RM)
Ace	1	1	1	1	1		1	1
Fab	2	2	2	2	2		2	2
Ariel	3	3	3	3	3		3	3
Salvo	4	4	4	4	4		4	4
Axion	5	5	5	5	5		5	5
Ajax	6	6	6	6	6		6	6
Fabuloso	7	7	7	7	7		7	7
Suavitel	8	8	8	8	8		8	8
Clorox	9	9	9	9	9		9	9
Blancox	10	10	10	10	10		10	10
Vanish	11	11	11	11	11		11	11
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P85***	97		97	97

80. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de productos de cuidado del hogar? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P79 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

81. ¿De qué manera paga normalmente en sus compras de productos del cuidado del hogar? ***(ENC: ESPONTÁNEA, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

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82. ¿Dónde acostumbra comprar los productos de cuidado del hogar? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

83. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

84. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

85. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

86. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

87. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN 85, RM)***

88. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P85, RU POR MARCA)***

MARCAS	P85		P86 (RM)								P87 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Ace	1	1	1	2	3	4	5	6	7	8	1	2	3
Fab	2	2	1	2	3	4	5	6	7	8	1	2	3
Ariel	3	3	1	2	3	4	5	6	7	8	1	2	3
Salvo	4	4	1	2	3	4	5	6	7	8	1	2	3
Axion	5	5	1	2	3	4	5	6	7	8	1	2	3
Ajax	6	6	1	2	3	4	5	6	7	8	1	2	3
Fabuloso	7	7	1	2	3	4	5	6	7	8	1	2	3
Suavitel	8	8	1	2	3	4	5	6	7	8	1	2	3
Clorox	9	9	1	2	3	4	5	6	7	8	1	2	3
Blancox	10	10	1	2	3	4	5	6	7	8	1	2	3
Vanish	11	11	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											
Ninguna	97	97											

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ENC: SI DICE EN P86 INTERNET CONTINUÉ DE LO CONTRARIO PASE A P89

89. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

APARATOS ELECTRÓNICOS PERSONALES

90. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**

91. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P89 DE LA LISTA, RM)**

92. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**

93. ¿Y cuáles compró en los últimos 3 meses? **(RM)**

94. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**

95. ¿Cuál es la marca que Usted prefiere? **(RU)**

96. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P89		P90 Ayudado (RM)	P91 Compradas (RM)	P92 Últimos 3 meses (RM)	P93 Orden	P94 Preferida (RU)	P95 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Apple	1	1	1	1	1		1	1
Samsung	2	2	2	2	2		2	2
Alcatel	3	3	3	3	3		3	3
Nokia	4	4	4	4	4		4	4
Sony	5	5	5	5	5		5	5
Hewlett Packard (hp)	6	6	6	6	6		6	6
Lg	7	7	7	7	7		7	7
Motorola	8	8	8	8	8		8	8
Panasonic	9	9	9	9	9		9	9
DELL	10	10	10	10	10		10	10
Toshiba	11	11	11	11	11		11	11
Lenovo	12	12	12	12	12		12	12
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P102***	97		97	97

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97. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de aparatos electrónicos personales? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P96 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO	97

98. ¿De qué manera paga normalmente en sus compras de aparatos electrónicos personales? ***(ENC: ESPONTÁNEA, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

99. ¿Dónde acostumbra comprar los aparatos electrónicos personales? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

100. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

101. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

102. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

103. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

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104. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P102, RM)***

105. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P102, RU POR MARCA)***

MARCAS	P102		P103 (RM)								P104 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Apple	1	1	1	2	3	4	5	6	7	8	1	2	3
Samsung	2	2	1	2	3	4	5	6	7	8	1	2	3
Alcatel	3	3	1	2	3	4	5	6	7	8	1	2	3
Nokia	4	4	1	2	3	4	5	6	7	8	1	2	3
Sony	5	5	1	2	3	4	5	6	7	8	1	2	3
Hewlett Packard (hp)	6	6	1	2	3	4	5	6	7	8	1	2	3
Lg	7	7	1	2	3	4	5	6	7	8	1	2	3
Motorola	8	8	1	2	3	4	5	6	7	8	1	2	3
Panasonic	9	9	1	2	3	4	5	6	7	8	1	2	3
DELL	10	10	1	2	3	4	5	6	7	8	1	2	3
Toshiba	11	11	1	2	3	4	5	6	7	8	1	2	3
Lenovo	12	12	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P103 INTERNET CONTINUÉ DE LO CONTRARIO PASE A P106

106. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

APARATOS ELECTRÓNICOS PARA EL HOGAR

107. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**

108. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P106 DE LA LISTA, RM)**

109. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**

110. ¿Y cuáles compró en los últimos 3 meses? **(RM)**

111. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**

112. ¿Cuál es la marca que Usted prefiere? **(RU)**

113. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

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ENC: TENGA EN CUENTA QUE A LOS ENTREVISTADOS DE 14 A 18 AÑOS DE EDAD NO SE LE DEBE PREGUNTAR DE LA P108 HASTA LA P119

MARCA	P106		P107 Ayudado (RM)	P108 Compradas (RM)	P109 Últimos 3 meses (RM)	P110 Orden	P111 Preferida (RU)	P112 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Mabe	1	1	1	1	1		1	1
Whirlpool	2	2	2	2	2		2	2
Haceb	3	3	3	3	3		3	3
Lg	4	4	4	4	4		4	4
Samsung	5	5	5	5	5		5	5
General Electric	6	6	6	6	6		6	6
Panasonic	7	7	7	7	7		7	7
Black and Decker	8	8	8	8	8		8	8
Oster	9	9	9	9	9		9	9
Kalley	10	10	10	10	10		10	10
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P119***	97		97	97

114. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de aparatos electrónicos para el hogar? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P113 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

115. ¿De qué manera paga normalmente en sus compras de aparatos electrónicos para el hogar? ***(ESPONTÁNEO, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

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116. ¿Dónde acostumbra comprar los aparatos electrónicos para el hogar? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
La manda a traer del exterior	7
Droguerías	8
Otro, ¿cuál?	

117. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

118. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

119. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

120. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

121. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P119, RM)***

122. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P119, RU POR MARCA)***

MARCAS	P119				P120 (RM)						P121 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Mabe	1	1	1	2	3	4	5	6	7	8	1	2	3
Whirlpool	2	2	1	2	3	4	5	6	7	8	1	2	3
Haceb	3	3	1	2	3	4	5	6	7	8	1	2	3
Lg	4	4	1	2	3	4	5	6	7	8	1	2	3
Samsung	5	5	1	2	3	4	5	6	7	8	1	2	3
General Electric	6	6	1	2	3	4	5	6	7	8	1	2	3
Panasonic	7	7	1	2	3	4	5	6	7	8	1	2	3
Black and Decker	8	8	1	2	3	4	5	6	7	8	1	2	3
Oster	9	9	1	2	3	4	5	6	7	8	1	2	3
Kalley	10	10	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P120 INTERNET CONTINUÉ DE LO CONTRARIO PASE A P123

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123. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

PERFUMES

124. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
125. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P123 DE LA LISTA, RM)**
126. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**
127. ¿Y cuáles compró en los últimos 3 meses? **(RM)**
128. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**
129. ¿Cuál es la marca que Usted prefiere? **(RU)**
130. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P123		P124 Ayudado (RM)	P125 Compradas (RM)	P126 Últimos 3 meses (RM)	P127 Orden	P128 Preferida (RU)	P129 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Tommy Hilfiger	1	1	1	1	1		1	1
Hugo Boss	2	2	2	2	2		2	2
Lacoste	3	3	3	3	3		3	3
Chanel	4	4	4	4	4		4	4
Carolina Herrera	5	5	5	5	5		5	5
Yanbal	6	6	6	6	6		6	6
Esika	7	7	7	7	7		7	7
Cyzone	8	8	8	8	8		8	8
Avon	9	9	9	9	9		9	9
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P136***	97		97	97

131. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca de perfumes? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P130 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12

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NINGUNO **(NO LEER)**	97

132. ¿De qué manera paga normalmente sus perfumes ? ***(ENC: LEA OPCIONES, R M)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

133. ¿Dónde acostumbra comprar perfumes? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
La manda a traer del exterior	7
Droguerías	8
Otro, ¿cuál?	

134. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

135. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

136. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

137. De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

138. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P136, RM)***

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139. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P136, RU POR MARCA)***

MARCAS	P136		P137 (RM)								P138 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Tommy Hilfiger	1	1	1	2	3	4	5	6	7	8	1	2	3
Hugo Boss	2	2	1	2	3	4	5	6	7	8	1	2	3
Lacoste	3	3	1	2	3	4	5	6	7	8	1	2	3
Chanel	4	4	1	2	3	4	5	6	7	8	1	2	3
Carolina Herrera	5	5	1	2	3	4	5	6	7	8	1	2	3
Yanbal	6	6	1	2	3	4	5	6	7	8	1	2	3
Esika	7	7	1	2	3	4	5	6	7	8	1	2	3
Cyzone	8	8	1	2	3	4	5	6	7	8	1	2	3
Avon	9	9	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P137 INTERNET CONTINUÉ DE LO CONTRARIO PASE A P140

140. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

PRENDAS DE VESTIR

141. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
142. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P140 DE LA LISTA, RM)**
143. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**
144. ¿Y cuáles compró en los últimos 3 meses? **(RM)**
145. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**
146. ¿Cuál es la marca que Usted prefiere? **(RU)**

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147. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

MARCA	P140		P141 Ayudado (RM)	P142 Compradas (RM)	P143 Últimos 3 meses (RM)	P144 Orden	P145 Preferida (RU)	P146 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Diesel	1	1	1	1	1		1	1
Americanino	2	2	2	2	2		2	2
Gef	3	3	3	3	3		3	3
Nike	4	4	4	4	4		4	4
Levi´s	5	5	5	5	5		5	5
Adidas	6	6	6	6	6		6	6
Lec lee	7	7	7	7	7		7	7
Tennis	8	8	8	8	8		8	8
Pat – primo	9	9	9	9	9		9	9
Zara	10	10	10	10	10		10	10
Armi	11	11	11	11	11		11	11
Pronto	12	12	12	12	12		12	12
Punto Blanco	13	13	13	13	13		13	13
Manpower	14	14	14	14	14		14	14
Kenzo Jeans	15	15	15	15	15		15	15
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		*ENC: PASE A P153*	97		97	97

148. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar prendas de vestir? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P147 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

149. ¿De qué manera paga normalmente sus prendas de vestir? ***(ENC: LEA OPCIONES, RM)***

Efectivo	1
Tarjeta débito	2
Tarjeta de crédito Entidades Financieras	3
Tarjeta Crédito Marca Propia	4
Crédito / en cuotas	5
Bonos Sodex pass	6
Servientrega	7
Cheques posfechados	8
Botón PSE	9
Paypal	10
Otro, ¿cuál?	

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150. ¿Dónde acostumbra comprar sus prendas de vestir? ***(ENC: ESPONTÁNEA, RM)***

Tiendas en Centros Comerciales	1
Almacenes de cadena (Éxito, Falabella,Jumbo, La Polar, etc.)	2
Tiendas de barrio	3
San andresitos	4
Tiendas de saldos / Outlets	5
Compra por Internet	6
Lo pide en el exterior	7
Droguerías	8
Otro, ¿cuál?	

151. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

152. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

153. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

154. De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

155. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P153, RM)***

156. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P153, RU POR MARCA)***

MARCAS	P153				P154 (RM)						P155 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Diesel	1	1	1	2	3	4	5	6	7	8	1	2	3
Americanino	2	2	1	2	3	4	5	6	7	8	1	2	3
Gef	3	3	1	2	3	4	5	6	7	8	1	2	3
Nike	4	4	1	2	3	4	5	6	7	8	1	2	3
Levi´s	5	5	1	2	3	4	5	6	7	8	1	2	3
Adidas	6	6	1	2	3	4	5	6	7	8	1	2	3
Lec lee	7	7	1	2	3	4	5	6	7	8	1	2	3
Tennis	8	8	1	2	3	4	5	6	7	8	1	2	3
Pat – primo	9	9	1	2	3	4	5	6	7	8	1	2	3
Zara	10	10	1	2	3	4	5	6	7	8	1	2	3
Armi	11	11	1	2	3	4	5	6	7	8	1	2	3
Pronto	12	12	1	2	3	4	5	6	7	8	1	2	3
Punto Blanco	13	13	1	2	3	4	5	6	7	8	1	2	3
Manpower	14	14	1	2	3	4	5	6	7	8	1	2	3
Kenzo Jeans	15	15	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	8	1	2	3
No sabe / no responde	99	99											

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Ninguna	97	97

ENC: SI DICE EN P154 INTERNET CONTINUÉ DE LO CONTRARIO PASE A P157

157. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

AUTOMOVILES

158. ¿Qué marcas conoce o ha oído mencionar?, ¿alguna otra? **(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)**
159. De las marcas que le voy a leer, ¿cuáles conoce o ha oído mencionar? **(ENC: MENCIONE SÓLO LAS MARCAS QUE NO NOMBRÓ EN P157 DE LA LISTA, RM)**
160. ¿Qué marcas ha comprado para Usted en algún momento? **(RM)**
161. ¿Y cuáles compró en los últimos 3 meses? **(RM)**
162. Centrados en las marcas que conoce y ha usado, si usted pudiera decidir en este momento el comprar para usted, ¿cuál marca sería su primera opción?, ¿cuál sería la segunda y cuál la tercera opción**? (ENC: REGISTRE 1 PARA PRIMERA OPCIÓN, 2 PARA SEGUNDA Y 3 PARA TERCERA EN COLUMNA ORDEN)**
163. ¿Cuál es la marca que Usted prefiere? **(RU)**
164. ¿Cuáles son las marcas que Usted volvería a comprar? **(RM)**

ENC: TENGA EN CUENTA QUE A LOS ENTREVISTADOS DE 14 A 18 AÑOS DE EDAD NO SE LE DEBE PREGUNTAR DE LA P159 HASTA LA P170

MARCA	P157		P158 Ayudado (RM)	P159 Compradas (RM)	P160 Últimos 3 meses (RM)	P161 Orden	P162 Preferida (RU)	P163 Volvería a comprar (RM)
	TOM (RU)	Otras (RM)						
Audi	1	1	1	1	1		1	1
BMW	2	2	2	2	2		2	2
Chevrolet	3	3	3	3	3		3	3
Citroen	4	4	4	4	4		4	4
Fiat	5	5	5	5	5		5	5
Ford	6	6	6	6	6		6	6
Honda	7	7	7	7	7		7	7
Hyundai	8	8	8	8	8		8	8
Kia	9	9	9	9	9		9	9
Mazda	10	10	10	10	10		10	10
Mercedes-Benz	11	11	11	11	11		11	11
Nissan	12	12	12	12	12		12	12
Peugeot	13	13	13	13	13		13	13
Renault	14	14	14	14	14		14	14
Toyota	15	15	15	15	15		15	15
Volvo	16	16	16	16	16		16	16
Volkswagen	17	17	17	17	17		17	17
Otra(s), ¿cuál(es)?								
No sabe / no responde	99	99		99	99		99	99
Ninguna	97	97		***ENC: PASE A P170***	97		97	97

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165. De los siguientes aspectos, ¿cuáles influyen más al momento de comprar una marca automóviles? ***(ENC: LEA OPCIONES, RM)***

ASPECTOS	P164 Influyen (RM)
Marca de los productos	1
Publicidad de la marca	2
Calidad del producto	3
Variedad de los productos	4
Precio	5
Promociones	6
Ubicación de los almacenes	7
Exhibición en la vitrina	8
Atención de los vendedores	9
Facilidades de pago	10
Recomendación amigos/ familiares	11
Reconocimiento social	12
NINGUNO **(NO LEER)**	97

166. ¿De qué manera paga normalmente la compra de su vehículo? ***(ENC: ESPONTÁNEA, RM)***

Efectivo	1
Transferencia	2
Cheques posfechados	3
Cheques de Gerencia	4
Financiamiento al Banco	5
Permuta	6
Otro, ¿cuál?	

167. ¿Dónde acostumbra comprar su vehículo ? ***(ENC: ESPONTÁNEA, RM)***

Concesionarios	1
Directamente	2
Otro, ¿cuál?	

168. ¿Habla usted sobre la experiencia que tuvo con una de las marcas, con sus amigos y familiares? ***(RU)***

Si	1
No	2

169. ¿Cuándo compra una marca y le gusta la recomienda a amigos y familiares para que la prueben? ***(RU)***

Si	1
No	2

170. Si su grupo de amigos /familiares le recomienda comprar una marca con la que ellos han tenido una excelente experiencia, ¿usted lo consideraría así nunca haya visto publicidad sobre ella? ***(RU)***

Si	1
No	2

171. ¿De qué marcas recuerda publicidad?, ¿alguna otra? ***(ENC: ESPONTÁNEA, REGISTRE PRIMERA MENCIÓN EN COLUMNA TOM Y EL RESTANTE EN OTRAS, RM)***

ENTREGUE TARJETA MEDIOS

172. De las marcas recuerda publicidad, ¿en qué medio de los que aparecen en esta tarjeta la vio, leyó o escuchó? ***(ENC: MENCIONE CADA UNA DE LAS MARCAS QUE NOMBRÓ EN P170, RM)***

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173. Y la publicidad que recuerda en cada una de estas marcas le parece… ***(ENC: LEA OPCIONES PREGUNTE PARA CADA MARCA MENCIONADA EN P172, RU POR MARCA)***

MARCAS	P170				P171 (RM)						P172 (RU)		
	TOM (RU)	Otras (RM)	TV Nacional	TV por Cable o satelital	Radio	Periódicos	Revistas	Internet	Vallas / Letreros / Publicidad	Por terceros	Nada impactante	Mas o menos impactante	Muy impactante
Audi	1	1	1	2	3	4	5	6	7	8	1	2	3
BMW	2	2	1	2	3	4	5	6	7	8	1	2	3
Chevrolet	3	3	1	2	3	4	5	6	7	8	1	2	3
Citroen	4	4	1	2	3	4	5	6	7	8	1	2	3
Fiat	5	5	1	2	3	4	5	6	7	8	1	2	3
Ford	6	6	1	2	3	4	5	6	7	8	1	2	3
Honda	7	7	1	2	3	4	5	6	7	8	1	2	3
Hyundai	8	8	1	2	3	4	5	6	7	8	1	2	3
Kia	9	9	1	2	3	4	5	6	7	8	1	2	3
Mazda	10	10	1	2	3	4	5	6	7	8	1	2	3
Mercedes-Benz	11	11	1	2	3	4	5	6	7	8	1	2	3
Nissan	12	12	1	2	3	4	5	6	7	8	1	2	3
Peugeot	13	13	1	2	3	4	5	6	7	8	1	2	3
Renault	14	14	1	2	3	4	5	6	7	8	1	2	3
Toyota	15	15	1	2	3	4	5	6	7	8	1	2	3
Volvo	16	16	1	2	3	4	5	6	7	8	1	2	3
Volkswagen	17	17	1	2	3	4	5	6	7	8	1	2	3
Otra(s), ¿cuál(es)?			1	2	3	4	5	6	7	1	2	3	
No sabe / no responde	99	99											
Ninguna	97	97											

ENC: SI DICE EN P171 INTERNET CONTINUÉ DE LO CONTRARIO PASE A DEMOGRÁFICOS

174. ¿En qué lugares vio la publicidad? ***(ENC: LEA OPCIONES, RM)***

Redes Sociales	1
Búsqueda de Información	2
Entretenimiento (YouTube, video, Películas, Música)	3
Correo Electrónico	4

DEMOGRÁFICOS

175. Cuál es su estado civil? ***(RU)***

Soltero	1
Casado	2
Unión libre	3
Divorciado / separado	4
Viudo	5
No responde **(NO LEER)**	99

176. ¿Cuál es el máximo nivel de estudios que usted ha alcanzado hasta el momento? ***(ENC: LEA OPCIONES, RU)***

No ha estudiado	1
Primaria	2
Secundaria / Bachillerato	3
Técnico / tecnológico	4
Profesional	5
Especialización / Postgrado	6
Maestría / doctorado	7
No responde **(NO LEER)**	99

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177. ¿A qué actividad dedica la mayoría de su tiempo? ***(ENC: LEA OPCIONES, RU)***

Está sin empleo	1
Ama de casa	2
Empleado tiempo parcial	3
Empleado tiempo completo	4
Independiente	5
No responde **(NO LEER)**	99

178. Ciudad

Bogotá	1
Cali	2
Medellín	3
Barranquilla	4

ENC: SOLICITE TODOS LOS SIGUIENTES DATOS DEL ENTREVISTADO AL FINALIZAR LA ENCUESTA

NOMBRE ENTREVISTADO		**TELÉFONO FIJO**	
		TELÉFONO CELULAR	
DIRECCIÓN EXACTA		**BARRIO**	

ENC: LEA Y FIRME EL SIGUIENTE COMPROMISO FINALIZAR LA ENCUESTA

Doy fé que la información consignada en este cuestionario es la que proporcionó el encuestado, de demostrarse lo contrario total o parcialmente será causal de anulación de mi trabajo y por ende el no pago del mismo.	
NOMBRE ENCUESTADOR	
DOCUMENTO DE IDENTIDAD	

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Appendix B: Latent Variables

Media Drivers

Table B1

Media drivers' total explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	3.614	40.155	40.155	3.614	40.155	40.155
2	1.275	14.171	54.325			
3	.873	9.705	64.031			
4	.765	8.505	72.535			
5	.760	8.444	80.979			
6	.512	5.686	86.665			
7	.461	5.122	91.787			
8	.452	5.025	96.812			
9	.287	3.188	100.000			

Note. Extraction method: Principal Components Analysis

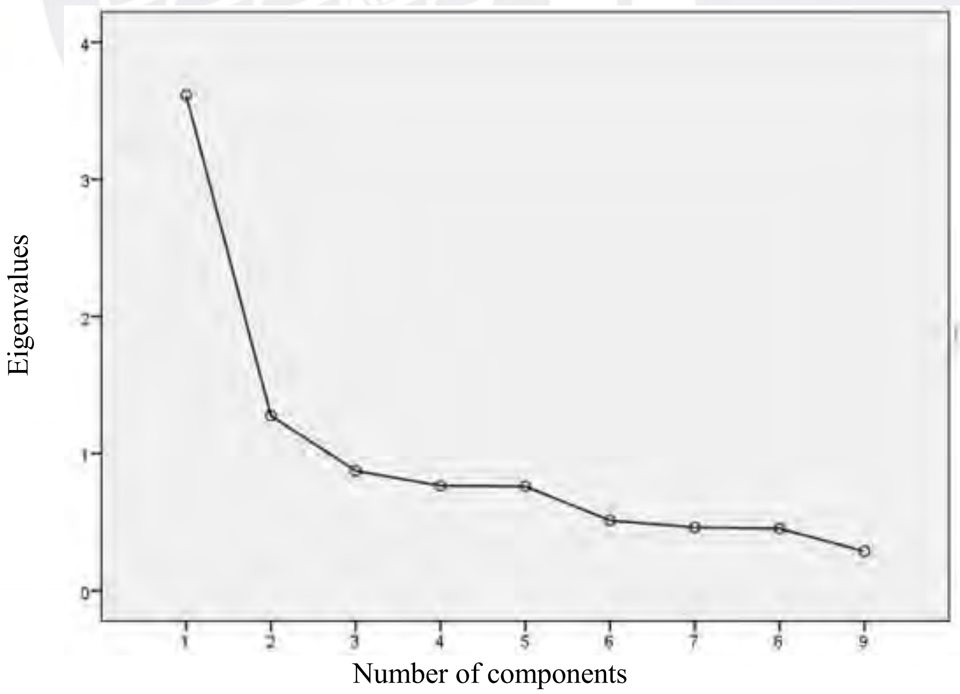

Figure B1. Media Drivers Segmentation

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Awareness

Table B2

A1's total explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	3.579	35.794	35.794	3.579	35.794	35.794
2	.929	9.286	45.080			
3	.886	8.859	53.939			
4	.833	8.332	62.271			
5	.770	7.700	69.971			
6	.715	7.146	77.117			
7	.641	6.406	83.523			
8	.599	5.986	89.508			
9	.554	5.544	95.053			
10	.495	4.947	100.000			

Note. Extraction method: Principal Components Analysis

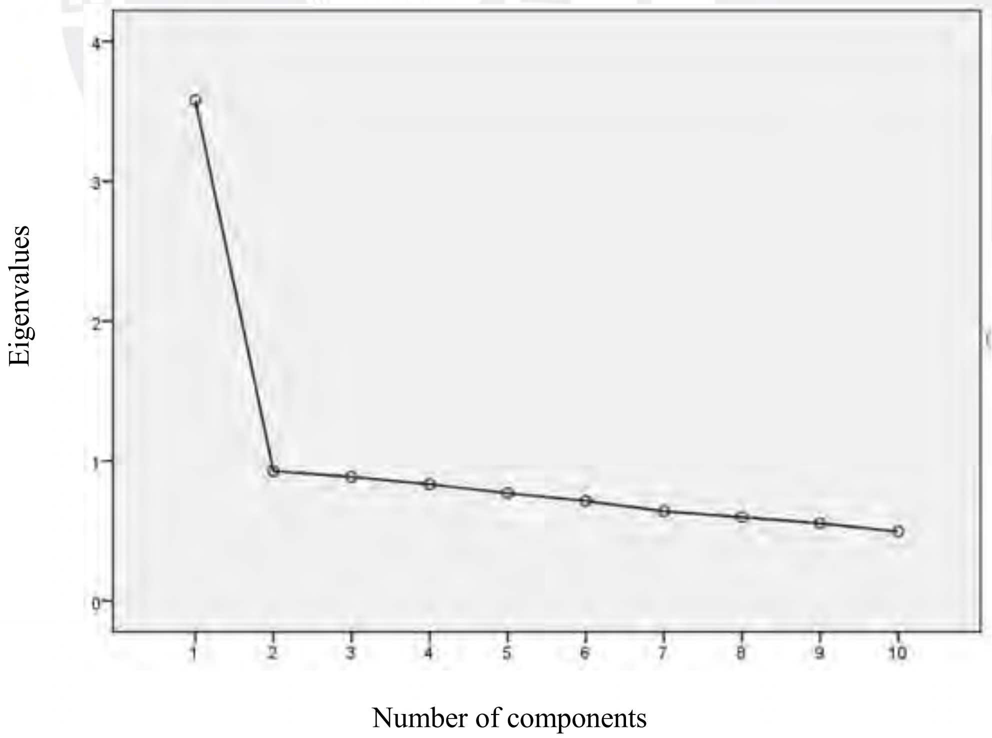

Figure B2. A1 Segmentation

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Table B3

A2's total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	3,568	35,684	35,684	3,568	35,684	35,684
2	1,340	13,402	49,086			
3	,918	9,179	58,265			
4	,849	8,489	66,754			
5	,808	8,082	74,836			
6	,575	5,752	80,589			
7	,552	5,522	86,111			
8	,513	5,135	91,245			
9	,459	4,592	95,838			
10	,416	4,162	100,000			

Note. Extraction method: Principal Components Analysis

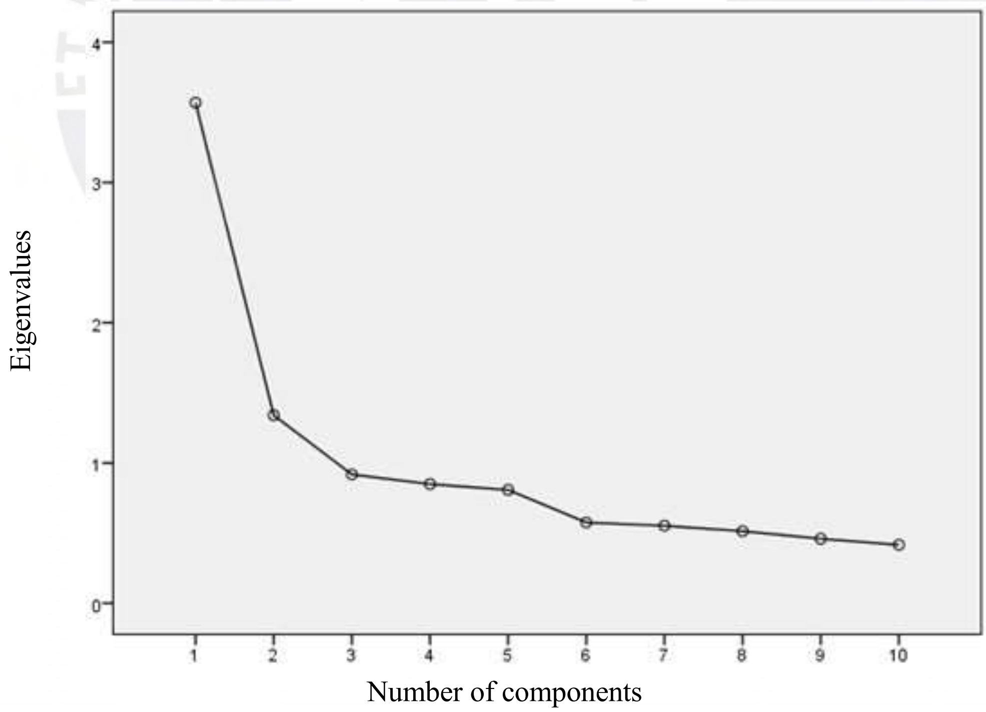

Figure B3. A2 Segmentation

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Table B4

A3's total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	5.976	59.760	59.760	5.976	59.760	59.760
2	.658	6.582	66.342			
3	.586	5.862	72.204			
4	.559	5.587	77.791			
5	.465	4.653	82.443			
6	.411	4.111	86.554			
7	.371	3.711	90.265			
8	.360	3.604	93.870			
9	.327	3.270	97.139			
10	.286	2.861	100.000			

Note. Extraction method: Principal Components Analysis

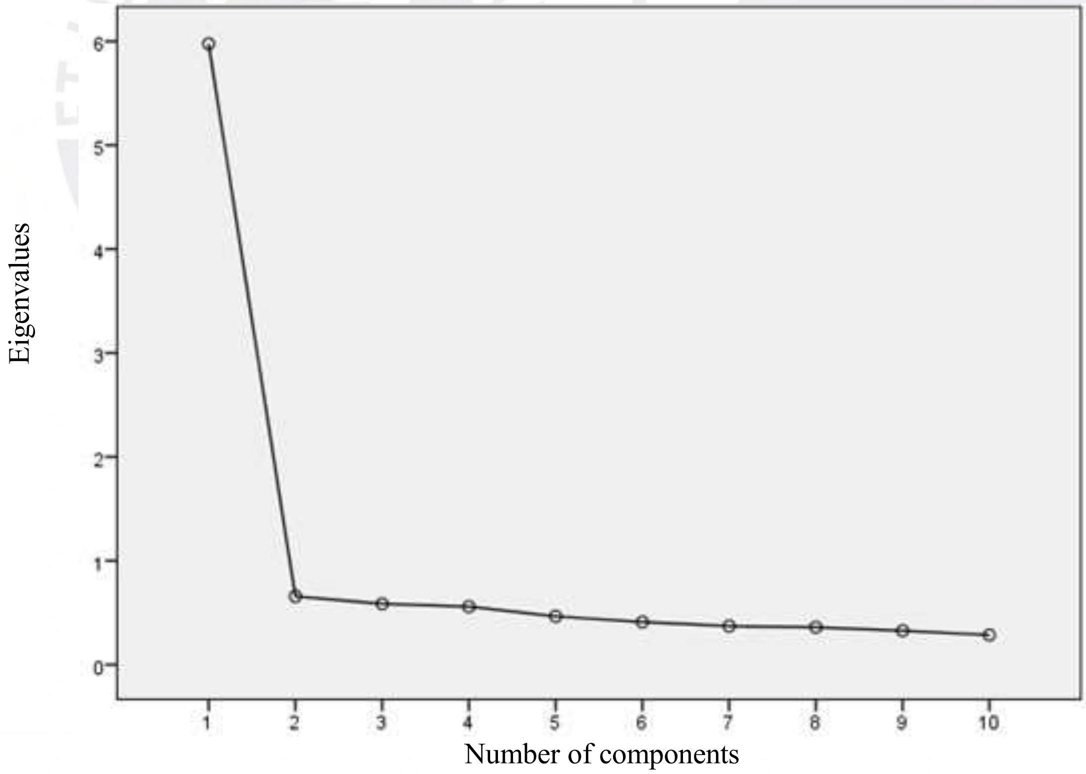

Figure B4. A3 Segmentation

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Table B5

Awareness' total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	1.470	48.992	48.992	1.470	48.992	48.992
2	1.027	34.231	83.223			
3	.503	16.777	100.000			

Note. Extraction method: Principal Components Analysis

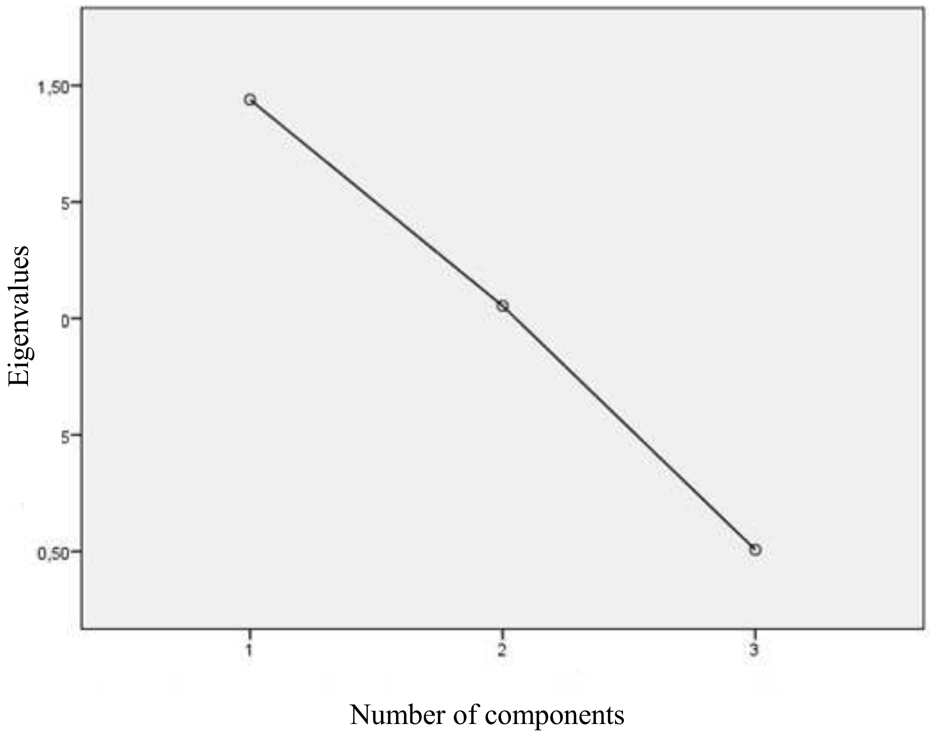

Figure B5. Awareness Segmentation

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Consideration

Table B6

C1's total explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	4.483	44.832	44.832	4.483	44.832	44.832
2	1.071	10.706	55.538			
3	.791	7.910	63.448			
4	.721	7.210	70.658			
5	.636	6.356	77.015			
6	.539	5.385	82.400			
7	.504	5.043	87.443			
8	.461	4.613	92.057			
9	.408	4.082	96.139			
10	.386	3.861	100.000			

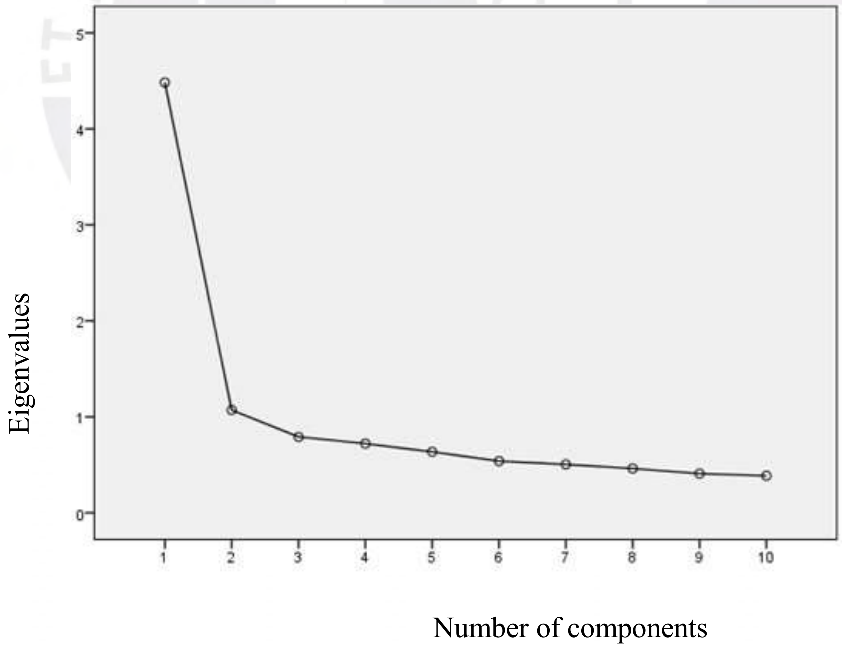

Figure B6. C1 Segmentation

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Table B7

C3's total explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	6.231	62.311	62.311	6.231	62.311	62.311
2	.669	6.690	69.001			
3	.605	6.053	75.054			
4	.529	5.294	80.347			
5	.431	4.311	84.658			
6	.363	3.632	88.290			
7	.356	3.555	91.846			
8	.325	3.251	95.097			
9	.267	2.668	97.764			
10	.224	2.236	100.000			

Note. Extraction method: Principal Components Analysis

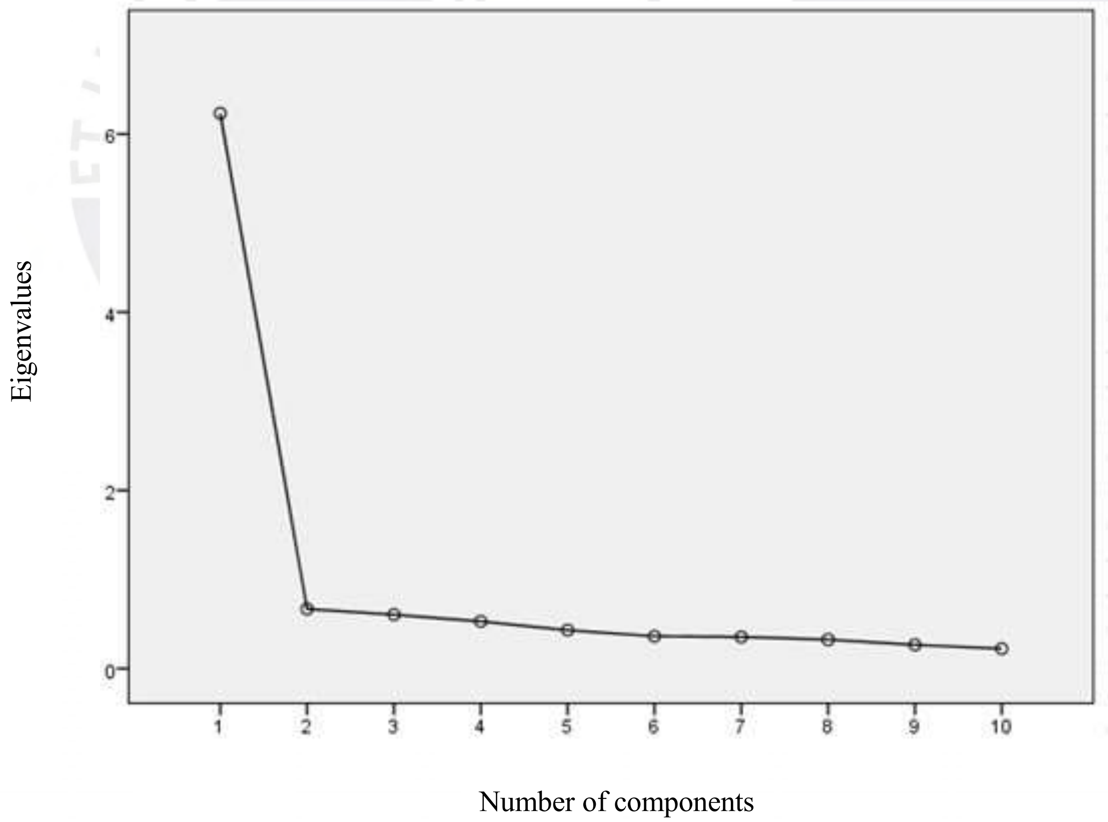

Figure B7. C3 Segmentation

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Table B8

Consideration's total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	1.143	57.142	57.142	1.143	57.142	57.142
2	.857	42.858	100.000			

Note. Extraction method: Principal Components Analysis

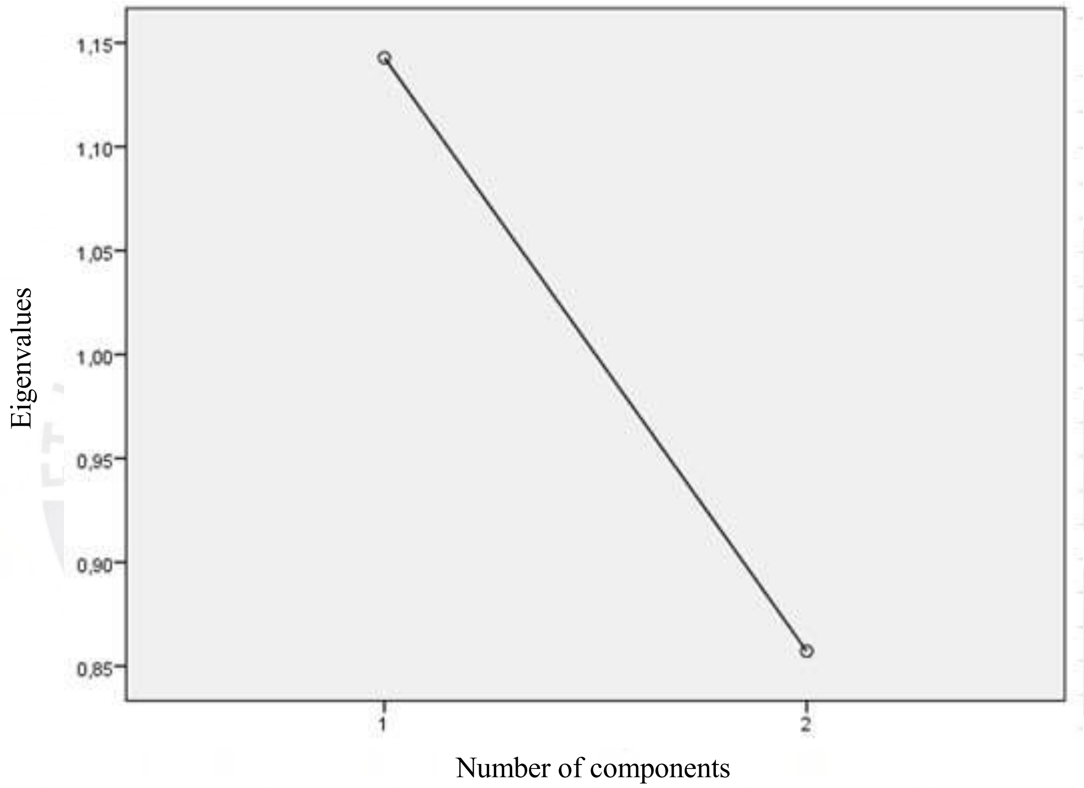

Figure B8. Consideration Segmentation

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Buy

Table B9

B1's total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	3.805	38.046	38.046	3.805	38.046	38.046
2	1.346	13.462	51.508			
3	.892	8.917	60.424			
4	.783	7.826	68.250			
5	.741	7.408	75.658			
6	.621	6.208	81.866			
7	.534	5.338	87.203			
8	.504	5.045	92.248			
9	.411	4.105	96.353			
10	.365	3.647	100.000			

Note. Extraction method: Principal Components Analysis

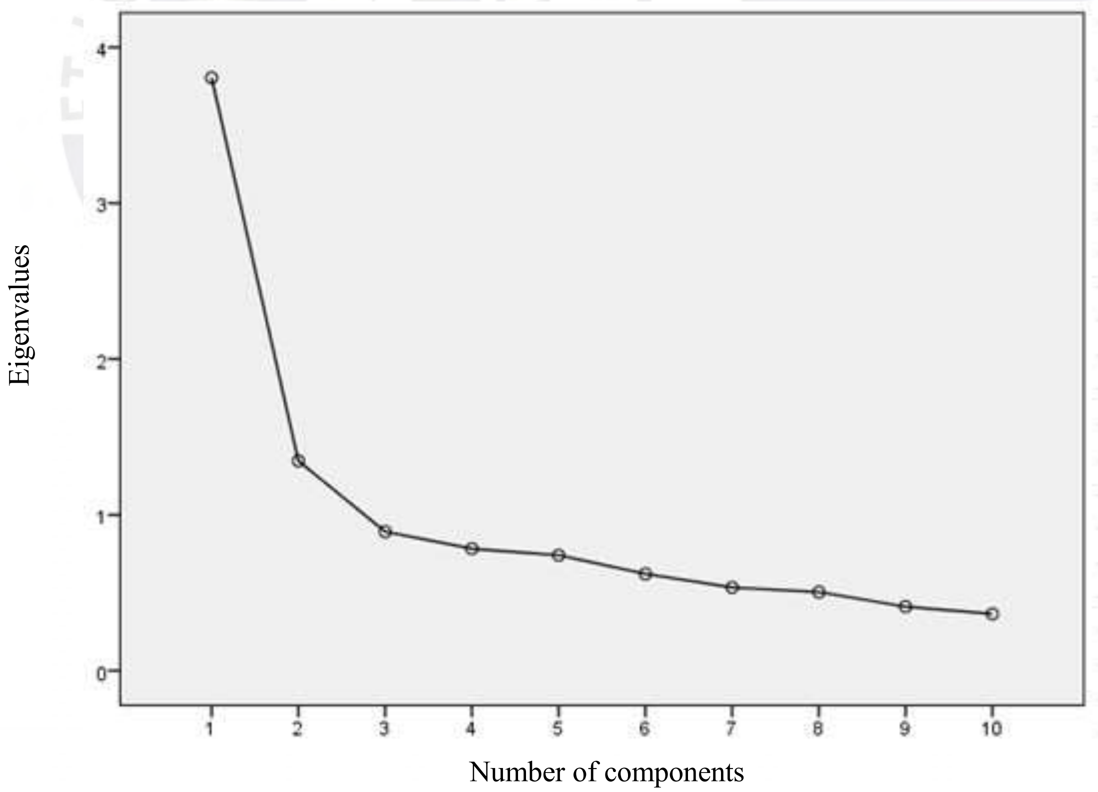

Figure B9. B1 Segmentation

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Table B10

B2's total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	4.588	45.881	45.881	4.588	45.881	45.881
2	1.034	10.343	56.224			
3	.898	8.984	65.208			
4	.726	7.261	72.469			
5	.575	5.747	78.216			
6	.527	5.274	83.490			
7	.519	5.195	88.685			
8	.435	4.355	93.039			
9	.356	3.564	96.604			
10	.340	3.396	100.000			

Note. Extraction method: Principal Components Analysis

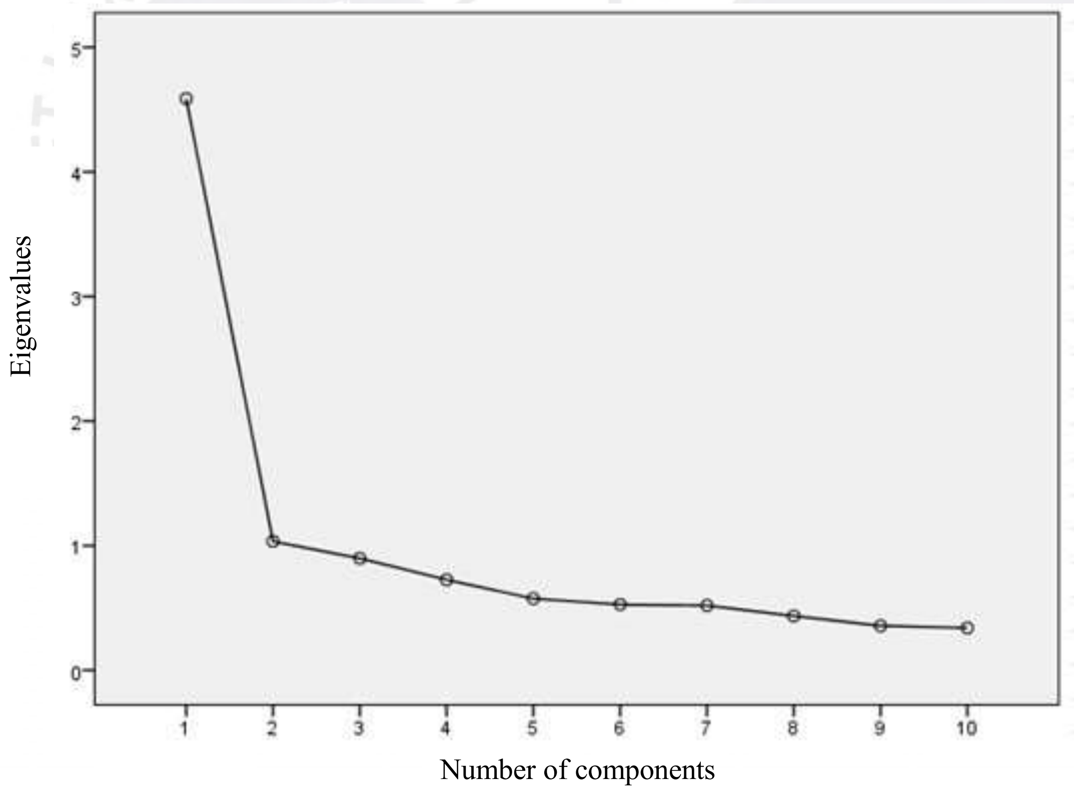

Figure B10. B2 Segmentation

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Table B11

B3's total explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	3.178	31.781	31.781	3.178	31.781	31.781
2	1.148	11.480	43.261			
3	1.023	10.230	53.490			
4	.912	9.125	62.615			
5	.813	8.127	70.742			
6	.727	7.270	78.012			
7	.703	7.025	85.038			
8	.589	5.886	90.924			
9	.464	4.639	95.563			
10	.444	4.437	100.000			

Note. Extraction method: Principal Components Analysis

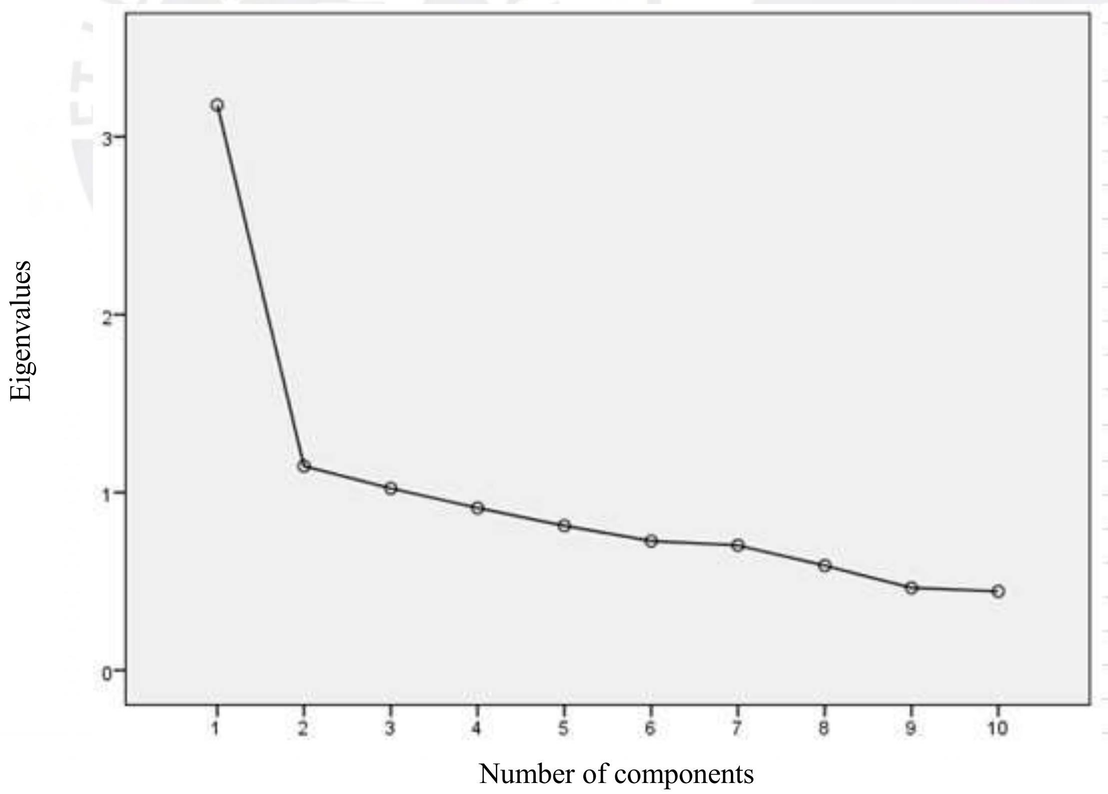

Figure B11. B3 Segmentation

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Table B12

Buy intent's total explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	1.399	46.627	46.627	1.399	46.627	46.627
2	1.020	34.002	80.629			
3	.581	19.371	100.000			

Note. Extraction method: Principal Components Analysis

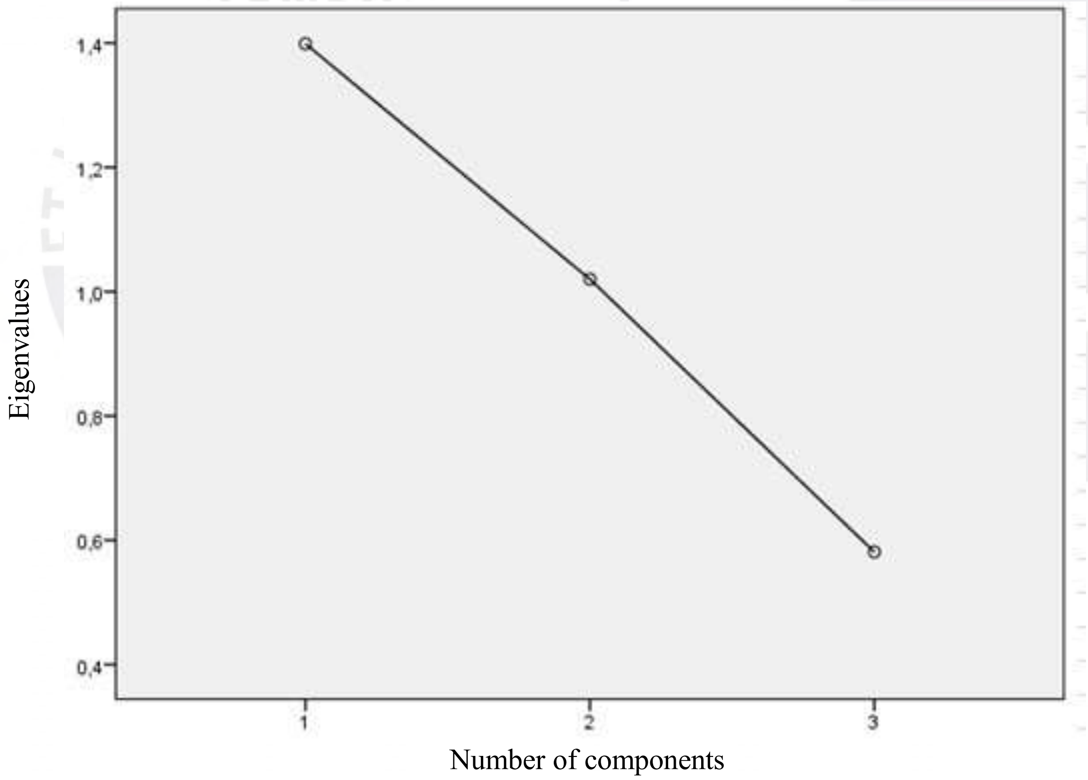

Figure B 12. Buy Segmentation

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Loyalty

Table B13

L1's explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	3.811	38.105	38.105	3.811	38.105	38.105
2	1.354	13.538	51.644			
3	.873	8.731	60.375			
4	.786	7.857	68.232			
5	.744	7.436	75.668			
6	.621	6.206	81.874			
7	.534	5.337	87.211			
8	.503	5.028	92.239			
9	.411	4.108	96.347			
10	.365	3.653	100.000			

Note. Extraction method: Principal Components Analysis

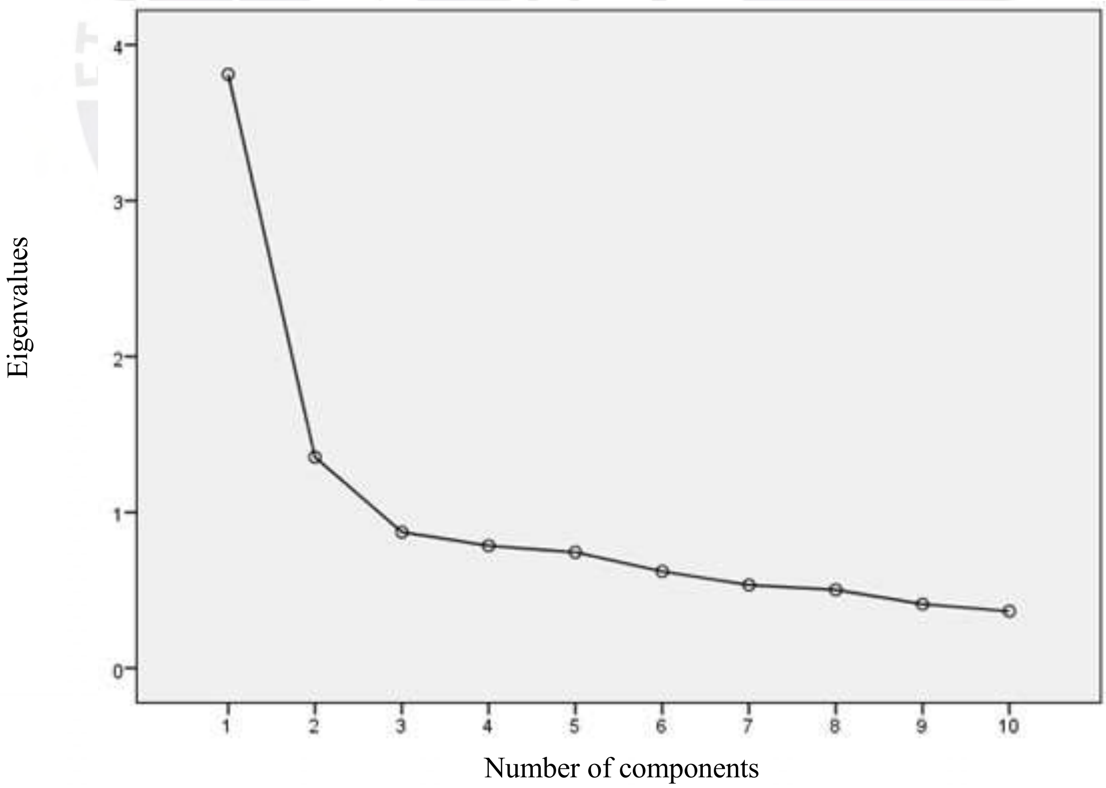

Figure B13. L1 Segmentation

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Table B14

L2's explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	1.938	19.384	19.384	1.938	19.384	19.384
2	1.651	16.512	35.896			
3	1.422	14.224	50.121			
4	1.054	10.545	60.666			
5	.976	9.756	70.422			
6	.743	7.427	77.848			
7	.736	7.360	85.208			
8	.556	5.564	90.772			
9	.530	5.305	96.077			
10	.392	3.923	100.000			

Note. Extraction method: Principal Components Analysis

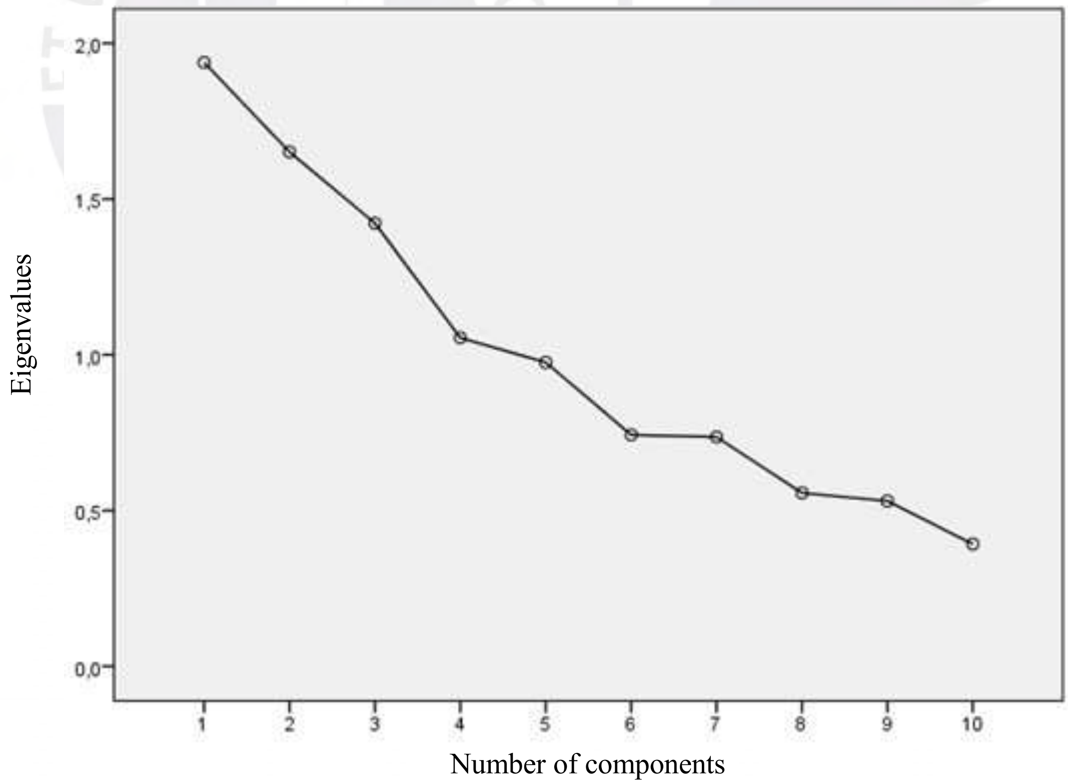

Figure B14. L2 Segmentation

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Table B15

L3's explained variance

Component	Initial Eigenvalues Total	Initial Eigenvalues Variance %	Initial Eigenvalues Accumulated %	Sums of Squared Saturation Extraction Total	Sums of Squared Saturation Extraction Variance %	Sums of Squared Saturation Extraction Accumulated %
1	2.483	24.829	24.829	2.483	24.829	24.829
2	1.184	11.840	36.669			
3	1.060	10.597	47.266			
4	.988	9.876	57.141			
5	.938	9.378	66.519			
6	.791	7.915	74.434			
7	.757	7.574	82.008			
8	.698	6.984	88.993			
9	.607	6.068	95.061			
10	.494	4.939	100.000			

Note. Extraction method: Principal Components Analysis

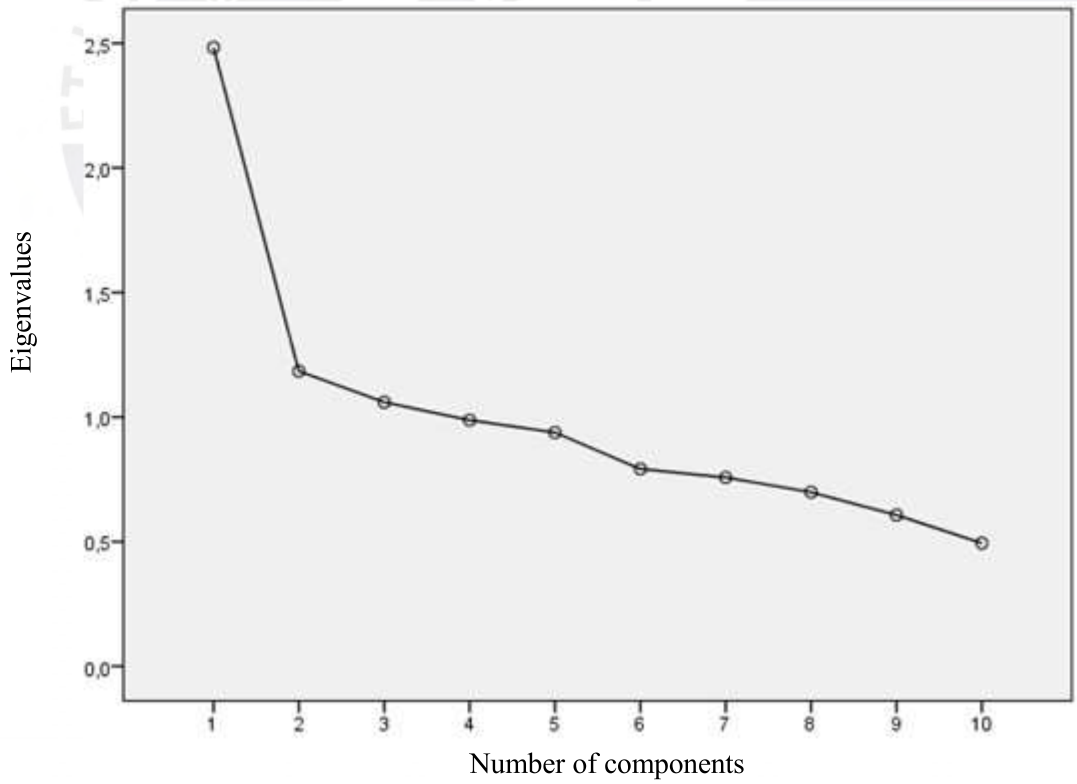

Figure B15. L3 Segmentation

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Table B16

Loyalty's explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	1.506	75.286	75.286	1.506	75.286	75.286
2	.494	24.714	100.000			

Note. Extraction method: Principal Components Analysis

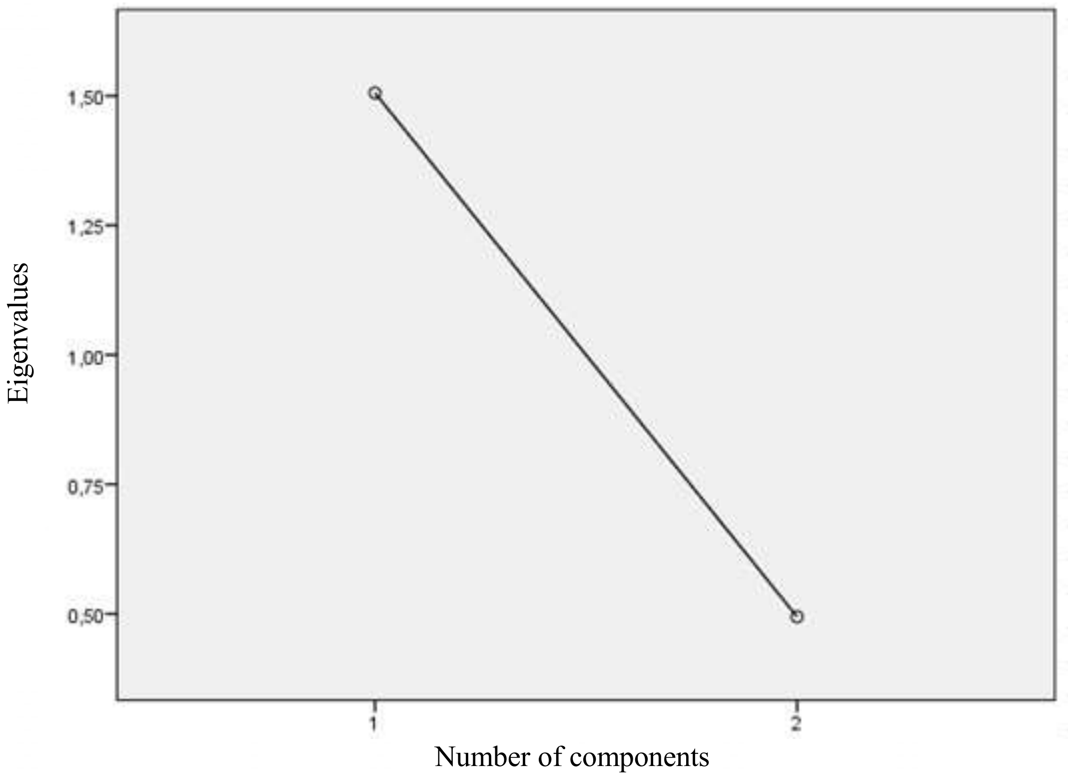

Figure B16. Loyalty Segmentation

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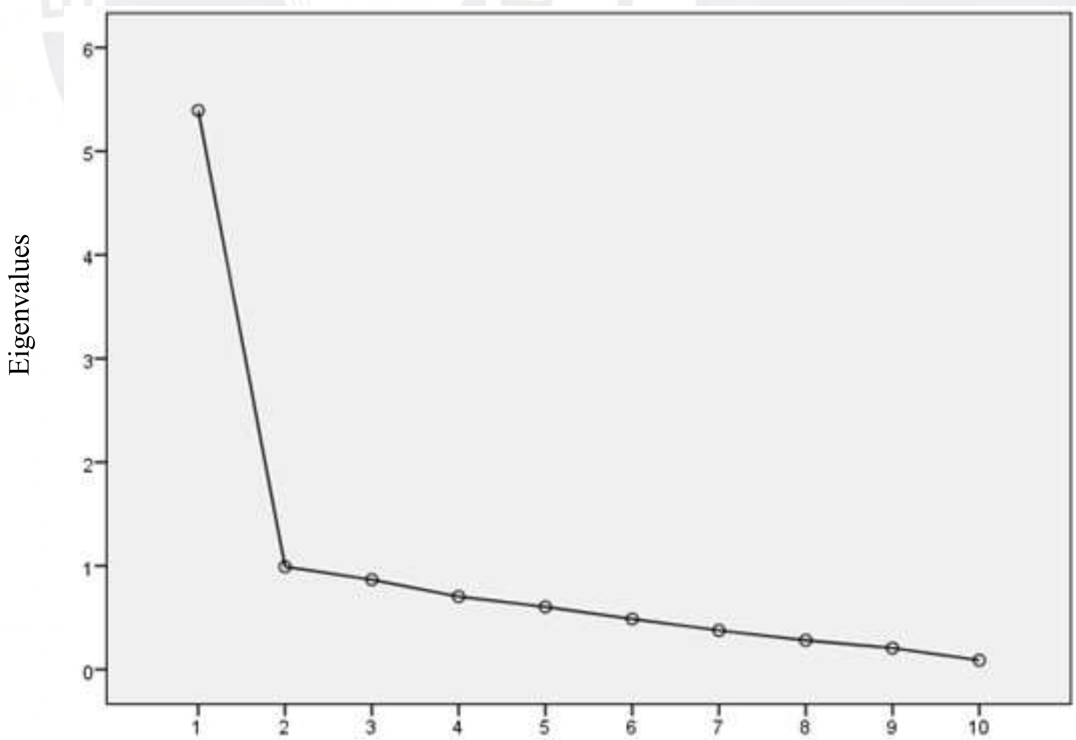
Engagement

Table B17

E1's explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	5.393	53.930	53.930	5.393	53.930	53.930
2	.991	9.911	63.841			
3	.866	8.664	72.506			
4	.704	7.039	79.544			
5	.604	6.040	85.584			
6	.487	4.872	90.456			
7	.377	3.771	94.227			
8	.282	2.815	97.042			
9	.207	2.067	99.110			
10	.089	.890	100.000			

Note. Extraction method: Principal Components Analysis



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Number of components

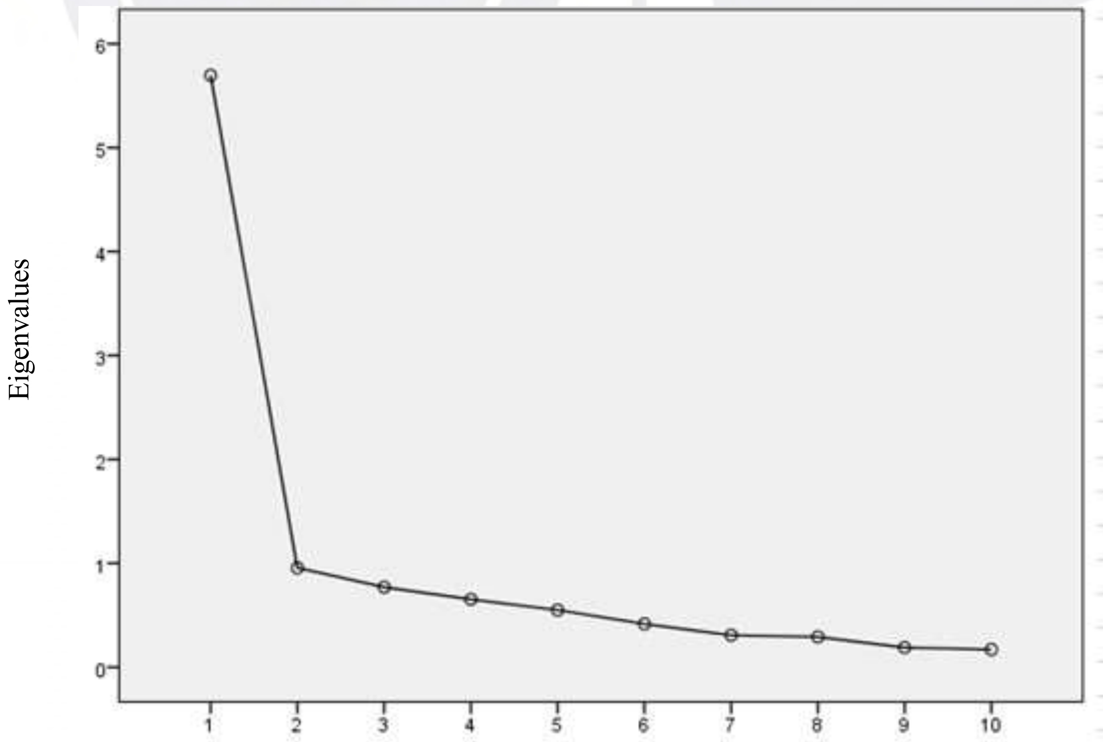
Figure B17. E1 Segmentation

Table B18

E2's explained variance

	Initial Eigenvalues			Sums of Squared Saturation Extraction		
Component	Total	Variance %	Accumulated %	Total	Variance %	Accumulated %
1	5.697	56.965	56.965	5.697	56.965	56.965
2	.956	9.560	66.525			
3	.770	7.701	74.226			
4	.653	6.530	80.756			
5	.550	5.499	86.255			
6	.416	4.163	90.418			
7	.308	3.077	93.496			
8	.291	2.912	96.407			
9	.189	1.892	98.300			
10	.170	1.700	100.000			

Note. Extraction method: Principal Components Analysis



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Number of components

Figure B18. E2 Segmentation

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Table B19

E3's explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	6.348	63.476	63.476	6.348	63.476	63.476
2	.700	7.004	70.481			
3	.662	6.619	77.099			
4	.619	6.186	83.285			
5	.420	4.198	87.483			
6	.355	3.546	91.030			
7	.271	2.708	93.737			
8	.243	2.427	96.164			
9	.219	2.189	98.353			
10	.165	1.647	100.000			

Note. Extraction method: Principal Components Analysis

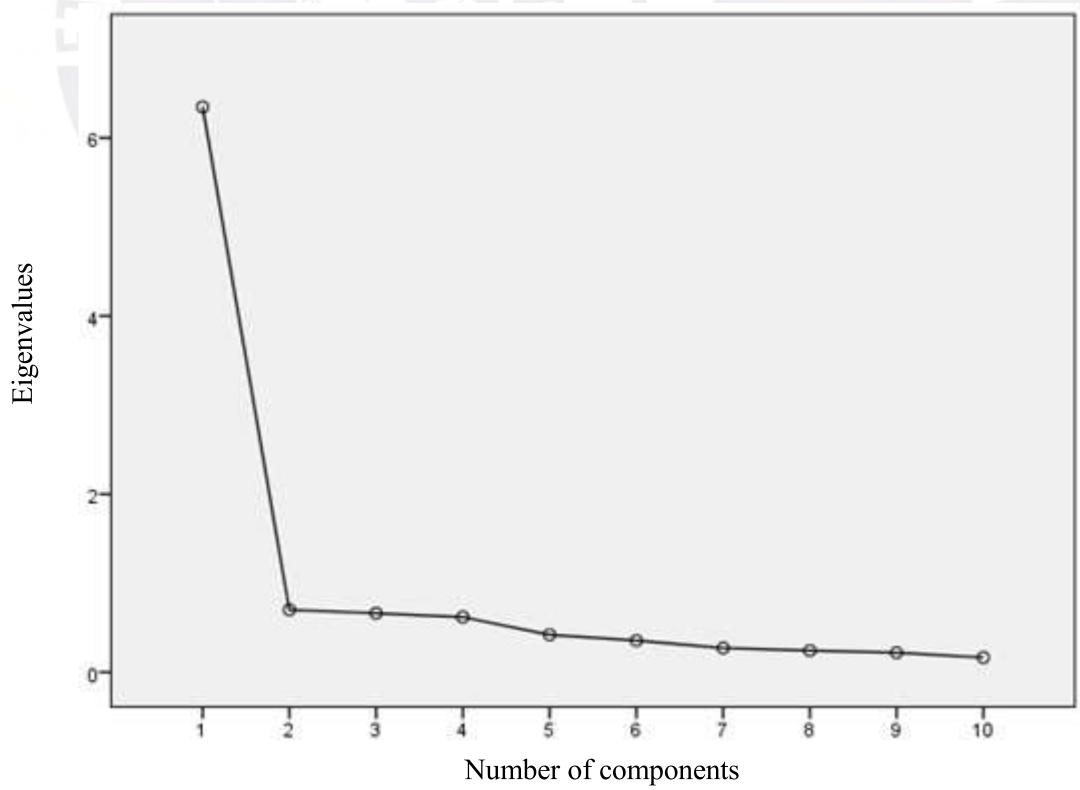

Figure B19. E3 Segmentation

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Table B20

Engagement's explained variance

Component	Initial Eigenvalues Total	Variance %	Accumulated %	Sums of Squared Saturation Extraction Total	Variance %	Accumulated %
1	2.504	83.468	83.468	2.504	83.468	83.468
2	.455	15.168	98.636			
3	.041	1.364	100.000			

Note. Extraction method: Principal Components Analysis

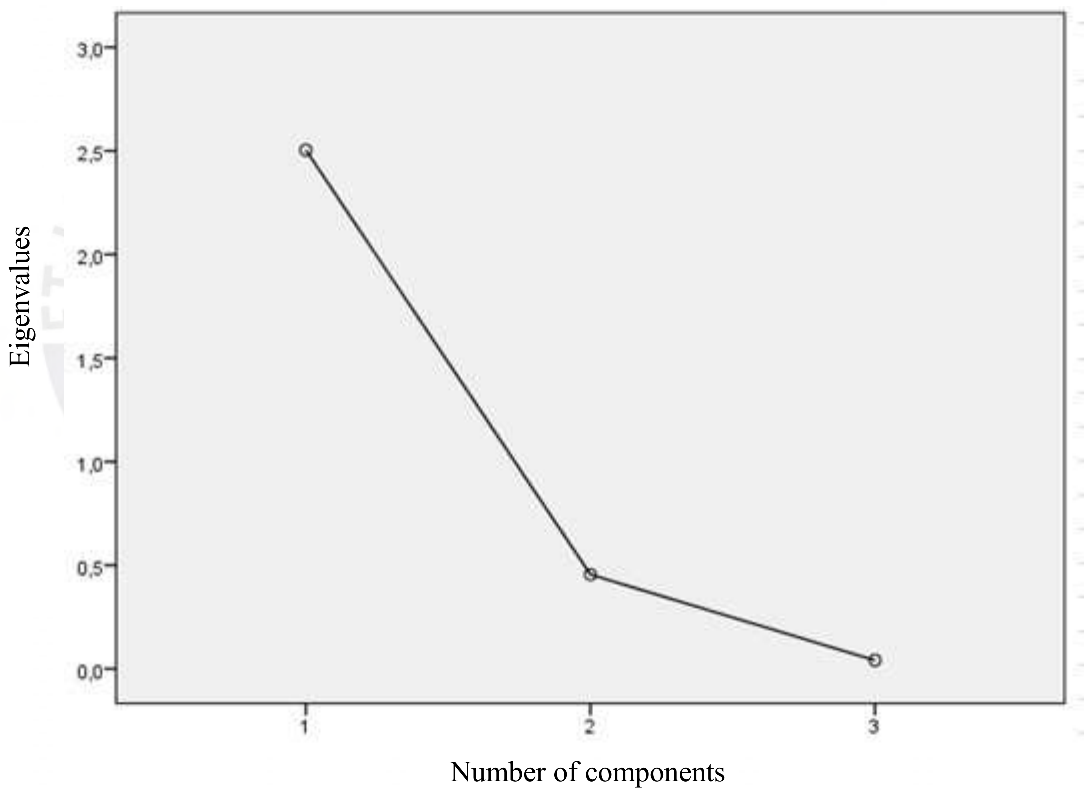

Figure B20. Engagement Segmentation

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Appendix C: Distribution of Frequencies

Table C1

Mass consumption goods

		L1 Alcoholic beverages					L1 Food				
		1	2	3	4	5	1	2	3	4	5
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Gender	1.Male	55	92	71	63	62	3	62	69	78	131
	2.Female	132	129	87	68	42	2	63	90	93	210
	Total	187	221	158	131	104	5	125	159	171	341
SES groups	Low	74	93	67	50	54	1	47	55	58	177
	Medium	98	111	75	71	45	4	65	95	96	140
	High	15	17	16	10	5	0	13	9	17	24
	Total	187	221	158	131	104	5	125	159	171	341
Age-grousd	Pre-Millennials	77	153	112	104	82	3	60	108	114	243
	Millennials	19	59	38	25	20	1	36	29	35	60
	Post-millennials	91	9	8	2	2	1	29	22	22	38
	Total	187	221	158	131	104	5	125	159	171	341
City	1.Bogotá	66	108	102	68	54	1	39	109	105	144
	2.Cali	26	9	18	26	22	0	4	9	17	71
	3.Medellín	69	45	31	32	26	3	17	25	41	117
	4.Barranquilla	26	59	7	5	2	1	65	16	8	9
	Total	187	221	158	131	104	5	125	159	171	341

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(continued)

Table C1 (continued)

			L1 Juices/beverages/tea				L1 Personal care				
		1	2	3	4	5	1	2	3	4	5
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Gender	1.Male	0	94	83	93	73	15	70	74	117	67
	2.Female	3	109	113	135	98	8	70	101	152	127
	Total	3	203	196	228	171	23	140	175	269	194
SES groups	Low	0	80	69	93	96	4	60	75	106	93
	Medium	3	100	117	113	67	16	67	93	139	85
	High	0	23	10	22	8	3	13	7	24	16
	Total	3	203	196	228	171	23	140	175	269	194
Age-grousd	Pre-Millennials	3	126	129	162	108	3	72	126	178	149
	Millennials	0	42	45	44	30	4	37	34	57	29
	Post-millennials	0	35	22	22	33	16	31	15	34	16
	Total	3	203	196	228	171	23	140	175	269	194
City	1.Bogotá	2	89	139	117	51	3	50	116	148	81
	2.Cali	0	6	18	37	40	0	1	13	36	51
	3.Medellín	0	29	33	67	74	20	23	31	76	53
	4.Barranquilla	1	79	6	7	6	0	66	15	9	9
	Total	3	203	196	228	171	23	140	175	269	194

(continued)

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Table C1 (continued)

		L1 Home care products					L1 Perfumes				
		1	2	3	4	5	1	2	3	4	5
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Gender	1.Male	68	77	78	84	36	43	182	71	38	9
	2.Female	43	62	120	134	99	22	244	95	81	16
	Total	111	139	198	218	135	65	426	166	119	25
SES groups	Low	47	60	77	96	58	28	184	71	46	9
	Medium	54	65	113	102	66	33	207	82	63	15
	High	10	14	8	20	11	4	35	13	10	1
	Total	111	139	198	218	135	65	426	166	119	25
Age-grousd	Pre-Millennials	32	75	143	174	104	36	273	114	87	18
	Millennials	32	35	41	35	18	12	94	33	19	3
	Post-millennials	47	29	14	9	13	17	59	19	13	4
	Total	111	139	198	218	135	65	426	166	119	25
City	1.Bogotá	39	53	129	121	56	34	220	84	54	6
	2.Cali	4	1	13	37	46	7	14	33	34	13
	3.Medellín	67	20	34	55	27	18	113	40	28	4
	4.Barranquilla	1	65	22	5	6	6	79	9	3	2
	Total	111	139	198	218	135	65	426	166	119	25

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Table C1 (continued)

		L1 Massive Consume				
		1	2	3	4	5
		Count	Count	Count	Count	Count
Gender	1.Male	31	96	74	79	63
	2.Female	35	113	101	111	99
	Total	66	209	175	189	162
SES groups	Low	26	87	69	75	81
	Medium	35	103	96	97	70
	High	5	19	11	17	11
	Total	66	209	175	189	162
Age-grousd	Pre-Millennials	26	127	122	137	117
	Millennials	11	51	37	36	27
	Post-millennials	29	32	17	17	18
	Total	66	209	175	189	162
City	1.Bogotá	24	93	113	102	65
	2.Cali	6	6	17	31	41
	3.Medellín	30	41	32	50	50
	4.Barranquilla	6	69	13	6	6
	Total	66	209	175	189	162

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Table C2

Durable goods

		L1 Electronics/computers					L1 Furniture/appliances				
		1	2	3	4	5	1	2	3	4	5
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Gender	1.Male	45	185	81	26	6	112	143	52	34	2
	2.Female	96	236	79	36	11	144	183	73	46	12
	Total	141	421	160	62	17	256	326	125	80	14
SES groups	Low	68	179	66	17	8	128	123	55	28	4
	Medium	64	210	78	39	9	119	174	57	42	8
	High	9	32	16	6	0	9	29	13	10	2
	Total	141	421	160	62	17	256	326	125	80	14
Age-grousd	Pre-Millennials	70	278	117	53	10	85	249	107	74	13
	Millennials	19	102	29	8	3	73	69	15	4	0
	Post-millennials	52	41	14	1	4	98	8	3	2	1
	Total	141	421	160	62	17	256	326	125	80	14
City	1.Bogotá	62	211	90	32	3	122	165	69	35	7
	2.Cali	15	32	36	12	6	32	20	24	21	4
	3.Medellín	50	106	26	17	4	83	70	27	21	2
	4.Barranquilla	14	72	8	1	4	19	71	5	3	1
	Total	141	421	160	62	17	256	326	125	80	14

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(continued)

Table C2 (continued)

		L1 Clothes					L1 Cars/motorcycles		L1 Durable Goods				
		1	2	3	4	5	1	5	1	2	3	4	5
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Gender	1.Male	27	116	80	76	44	287	56	118	148	71	45	27
	2.Female	56	139	109	99	55	407	51	176	186	87	60	32
	Total	83	255	189	175	99	694	107	294	334	158	106	59
SES groups	Low	51	109	77	64	37	321	17	142	137	66	36	17
	Medium	28	128	98	95	51	335	65	137	171	78	59	33
	High	4	18	14	16	11	38	25	15	26	14	11	10
	Total	83	255	189	175	99	694	107	294	334	158	106	59
Age-groups	Pre-Millennials	56	153	131	122	66	434	94	161	227	118	83	46
	Millennials	15	59	29	37	21	148	13	64	77	24	16	9
	Post-millennials	12	43	29	16	12	112	0	69	31	15	6	4
	Total	83	255	189	175	99	694	107	294	334	158	106	59
City	1.Bogotá	43	108	107	90	50	336	62	141	161	89	52	31
	2.Cali	4	7	19	37	34	87	14	35	20	26	23	15
	3.Medellín	31	67	49	44	12	188	15	88	81	34	27	8
	4.Barranquilla	5	73	14	4	3	83	16	30	72	9	3	6
	Total	83	255	189	175	99	694	107	294	334	158	106	59

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Table C3

Internet hours

How much time do you spend online per day?		2. Between 1 and 2 hours		3. Between 3 and 4 hours		4. More than 4 hours	
		Count	% Percentage	Count	% Percentage	Count	% Percentage
Gender	1.Male	139	37.4%	85	41.7%	119	52.9%
	2.Female	233	62.6%	119	58.3%	106	47.1%
	Total	372	100.0%	204	100.0%	225	100.0%
Age_groups	Pre-Millennials	303	81.5%	121	59.3%	104	46.2%
	Millennials	44	11.8%	43	21.1%	74	32.9%
	Post-millennials	25	6.7%	40	19.6%	47	20.9%
	Total	372	100.0%	204	100.0%	225	100.0%
SES_groups	Low	173	46.5%	82	40.2%	83	36.9%
	Medium	170	45.7%	103	50.5%	127	56.4%
	High	29	7.8%	19	9.3%	15	6.7%
	Total	372	100.0%	204	100.0%	225	100.0%
Marital Status	1.Single	122	32.8%	113	55.4%	159	70.7%
	2.Married	112	30.1%	48	23.5%	34	15.1%
	3.Common-law marriage	106	28.5%	32	15.7%	27	12.0%
	4.Divorced	24	6.5%	7	3.4%	4	1.8%
	5.Widowed	8	2.2%	3	1.5%	1	.4%
	6.No answer	0	0.0%	1	.5%	0	0.0%
	Total	372	100.0%	204	100.0%	225	100.0%
Highest level of education achieved	1. No formal schooling	0	0.0%	1	.5%	0	0.0%
	2. Elementary school	38	10.2%	5	2.5%	1	.4%
	3. High School Graduate	199	53.5%	80	39.2%	84	37.3%
	4.VoTech program	83	22.3%	64	31.4%	73	32.4%
	5.Bachelor degree	46	12.4%	43	21.1%	57	25.3%
	6. Master's degree (1 year)	1	.3%	8	3.9%	8	3.6%
	7.Master's/Doctorate degree	2	.5%	1	.5%	0	0.0%
	8.No answer	3	.8%	2	1.0%	2	.9%
	Total	372	100.0%	204	100.0%	225	100.0%

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Table C3 (continued)

How much time do you spend online per day?		2. Between 1 and 2 hours		3. Between 3 and 4 hours		4. More than 5 hours	
		Count	% Percentage	Count	% Percentage	Count	% Percentage
What is your main activity	1.Unemployed	31	8.3%	47	23.0%	39	17.3%
	2.Homemaker	79	21.2%	19	9.3%	8	3.6%
	3.Part-time Employee	32	8.6%	36	17.6%	25	11.1%
	4.Full time Employee	125	33.6%	59	28.9%	80	35.6%
	5.Independiente worker	92	24.7%	34	16.7%	33	14.7%
	6.No answer	4	1.1%	3	1.5%	9	4.0%
	7.Student	9	2.4%	6	2.9%	31	13.8%
	Total	372	100.0%	204	100.0%	225	100.0%
City	1.Bogotá	194	52.2%	95	46.6%	109	48.4%
	2.Cali	49	13.2%	18	8.8%	34	15.1%
	3.Medellín	79	21.2%	79	38.7%	45	20.0%
	4.Barranquilla	50	13.4%	12	5.9%	37	16.4%
	Total	372	100.0%	204	100.0%	225	100.0%

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Table C4

Internet use

What is your internet usage?		1. Social networks	2.Searching information	3.Entertainement (YouTube, videos, Movies, Music)	4.E-mail	5.None
		Count	Count	Count	Count	Count
Gender	1.Male	279	231	239	206	0
	2.Female	375	313	306	261	1
	Total	654	544	545	467	1
Age_grouped	Pre-Millennials	409	350	322	293	0
	Millennials	143	116	126	104	1
	Post-millennials	102	78	97	70	0
	Total	654	544	545	467	1
SES_grouped	Low	280	214	242	174	0
	Medium	322	280	253	246	1
	High	52	50	50	47	0
	Total	654	544	545	467	1
Marital Status	1.Single	341	282	295	249	1
	2.Married	158	136	112	118	0
	3.Common-law marriage	124	95	115	71	0
	4.Divorced	20	22	16	23	0
	5.Widowed	10	8	7	6	0
	6.No answer	1	1	0	0	0
	Total	654	544	545	467	1
Highest level of education achieved	1. No formal schooling	1	1	1	1	0
	2. Elementary school	29	23	27	15	0
	3. High School Graduate	293	218	255	172	0
	4.VoTech program	184	165	138	143	1
	5.Bachelor degree	125	114	103	113	0
	6. Master's degree (1 year)	14	16	12	16	0
	7.Master's/Doctorate degree	2	3	3	2	0
	8.No answer	6	4	6	5	0
	Total	654	544	545	467	1

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(continued)

Table C4 (continued)

What is your internet usage?		1. Social networks	2.Searching information	3.Entertainement (YouTube, videos, Movies, Music)	4.E-mail	5.None
		Count	Count	Count	Count	Count
What is your main activity	1.Unemployed	108	96	100	86	0
	2.Homemaker	84	60	65	46	0
	3.Part-time Employee	81	60	68	55	0
	4.Full time Employee	201	183	174	153	0
	5.Independiente worker	125	100	90	88	0
	6.No answer	14	12	11	13	1
	7.Student	41	33	37	26	0
	Total	654	544	545	467	1
City	1.Bogotá	316	282	261	243	1
	2.Cali	81	60	77	63	0
	3.Medellín	192	154	140	129	0
	4.Barranquilla	65	48	67	32	0
	Total	654	544	545	467	1

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Table C5

Purchase factors for alcoholic beverages

From the following. What are the main factors that you consider at the moment of buying a brand of an alcoholic beverage?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
01.Brand	191	236	427	323	92	12	427
03.Product quality	195	213	408	301	94	13	408
05.Price	140	147	287	209	69	9	287
04.Beverage variety	71	63	134	107	26	1	134
02.Brand Advertising	55	57	112	88	19	5	112
06.Discounts	46	51	97	72	24	1	97
11.Friends/Family advise	33	26	59	47	12	0	59
07.Shops location	17	31	48	36	11	1	48
12.Social recognition	22	22	44	32	8	4	44
10.Payement ease	25	9	34	27	7	0	34
09.Sellers service	19	11	30	21	9	0	30
08.Shop window exhibition	14	11	25	21	4	0	25
13.None (Not reading) (97)	2	6	8	7	1	0	8

From the following. What are the main factors that you consider at the moment of buying a brand of an alcoholic beverage?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
01.Brand	189	211	27	427	233	53	98	43	427
03.Product quality	165	208	35	408	209	58	111	30	408
05.Price	160	120	7	287	163	35	60	29	287
04.Beverage variety	68	62	4	134	76	30	24	4	134
02.Brand Advertising	46	59	7	112	68	27	10	7	112
06.Discounts	47	47	3	97	52	21	12	12	97
11.Friends/Family advise	34	23	2	59	25	14	15	5	59
07.Shops location	20	23	5	48	27	16	2	3	48
12.Social recognition	18	22	4	44	16	10	13	5	44
10.Payement ease	16	16	2	34	20	8	5	1	34
09.Sellers service	13	16	1	30	15	13	2	0	30
08.Shop window exhibition	8	15	2	25	14	8	2	1	25

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13.None (Not reading) (97)	3	5	0	8	4	1	3	0	8

Table C6

Purchase factors for food

From the following. What are the main factors that you consider at the moment of buying a brand of food?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
03.Product quality	228	322	550	372	105	73	550
01.Brand	215	327	542	382	98	62	542
05.Price	194	265	459	307	90	62	459
06.Discounts	91	145	236	164	48	24	236
04.Variety del alimento	91	134	225	159	47	19	225
02.Brand advertising	62	103	165	119	24	22	165
07.Shops location	28	62	90	64	19	7	90
09.Sellers service	24	42	66	50	8	8	66
11.Friends/Family advise	26	39	65	38	17	10	65
08.Shops window exhibition	25	31	56	39	14	3	56
10.Payement ease	19	29	48	32	9	7	48
12.Social recognition	14	28	42	27	7	8	42
13.NONE (NOT READING) (97)	3	2	5	3	2	0	5

From the following. What are the main factors that you consider at the moment of buying a brand of food?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
03.Product quality	231	266	53	550	257	86	165	42	550
01.Brand	221	287	34	542	271	66	151	54	542
05.Price	247	193	19	459	223	80	110	46	459
06.Discounts	125	100	11	236	128	67	28	13	236
04.Variety del alimento	120	94	11	225	115	44	57	9	225
02.Brand advertising	56	98	11	165	99	42	14	10	165
07.Shops location	40	39	11	90	50	26	12	2	90
09.Sellers service	21	35	10	66	35	20	8	3	66
11.Friends/Family advise	35	26	4	65	32	18	15	0	65
08.Shops window exhibition	30	19	7	56	22	18	14	2	56
10.Payement ease	24	18	6	48	15	19	11	3	48
12.Social recognition	18	19	5	42	14	15	10	3	42
13.NONE (NOT READING) (97)	3	1	1	5	2	2	1	0	5

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Table C7

Purchase factors for beverages

From the following. What are the main factors that you consider at the moment of buying a brand of beverage?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
01.Brand	233	335	568	390	109	69	568
03.Product quality	222	300	522	342	109	71	522
05.Price	168	256	424	271	86	67	424
04.Variety	92	138	230	152	49	29	230
06.Discounts	90	104	194	132	34	28	194
02.Brand advertising	78	105	183	133	26	24	183
08.Shops window exhibition	19	40	59	41	13	5	59
07.Shops location	18	38	56	35	13	8	56
10.Payement ease	23	32	55	39	9	7	55
09.Sellers service	23	26	49	33	9	7	49
11.Friends/Family advise	17	29	46	28	12	6	46
12.Social recognition	14	24	38	25	6	7	38

From the following. What are the main factors that you consider at the moment of buying a brand of beverage?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
01.Brand	239	291	38	568	285	72	152	59	568
03.Product quality	221	249	52	522	242	80	164	36	522
05.Price	224	182	18	424	201	78	98	47	424
04.Variety	117	105	8	230	107	54	56	13	230
06.Discounts	108	81	5	194	93	65	29	7	194
02.Brand advertising	77	93	13	183	114	43	16	10	183
08.Shops window exhibition	38	18	3	59	20	16	21	2	59
07.Shops location	29	22	5	56	37	10	8	1	56
10.Payement ease	22	27	6	55	22	19	13	1	55
09.Sellers service	25	20	4	49	25	15	8	1	49
11.Friends/Family advise	25	21	0	46	19	21	6	0	46

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12. 2	Social recognition 38	20	14	4	38	14	11	11

Table C8

Purchase factors for personal care

From the following. What are the main factors that you consider at the moment of buying a brand of personal care product?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
03.Product quality	227	332	559	374	112	73	559
01.Brand	212	329	541	374	104	63	541
05.Price	173	262	435	303	79	53	435
06.Discounts	91	132	223	154	42	27	223
02.Brand advertising	75	99	174	120	32	22	174
04.Variety	61	105	166	118	29	19	166
07.Shops location	18	49	67	47	13	7	67
09.Sellers service	22	25	47	30	9	8	47
08.Shops window exhibition	17	26	43	31	10	2	43
11.Friends/Family advise	15	28	43	30	8	5	43
10.Payement ease	18	21	39	26	9	4	39
12.Social recognition	9	28	37	23	7	7	37
13.NONE (NOT READING) (97)	1	0	1	0	1	0	1

From the following. What are the main factors that you consider at the moment of buying a brand of personal care product?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
03.Product quality	232	277	50	559	263	91	157	48	559
01.Brand	238	269	34	541	266	79	139	57	541
05.Price	237	180	18	435	220	82	86	47	435
06.Discounts	112	97	14	223	117	64	32	10	223
02.Brand advertising	78	88	8	174	110	44	14	6	174
04.Variety de los productos	96	64	6	166	79	47	36	4	166
07.Shops location	30	31	6	67	37	20	9	1	67
09.Sellers service	25	17	5	47	17	19	10	1	47
08.Shops window exhibition	21	21	1	43	18	19	6	0	43
11.Friends/Family advise	28	14	1	43	16	21	6	0	43
10.Payement ease	22	14	3	39	11	18	9	1	39

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12.Social recognition	16	19	2	37	8	18	9	2	37
13.NONE (NOT READING) (97)	1	0	0	1	0	1	0	0	1

Table C9

Purchase factors for home care

From the following. What are the main factors that you consider at the moment of buying a brand of home care product?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
03.Product quality	188	295	483	348	85	50	483
01.Brand	164	285	449	337	81	31	449
05.Price	160	256	416	305	77	34	416
06.Discounts	81	141	222	163	38	21	222
02.Brand Advertising	62	96	158	116	26	16	158
04.Variety	48	94	142	109	19	14	142
07.Shops location	22	39	61	46	10	5	61
11.Friends/Family advise	11	36	47	33	11	3	47
08.Shops window exhibition	14	22	36	26	9	1	36
09.Sellers service	12	23	35	28	5	2	35
10.Payement ease	15	19	34	25	5	4	34
12.Social recognition	8	20	28	19	5	4	28
13.NONE (NOT READING) (97)	2	4	6	1	5	0	6

From the following. What are the main factors that you consider at the moment of buying a brand of home care product?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
03.Product quality	199	244	40	483	242	84	108	49	483
01.Brand	197	229	23	449	227	73	95	54	449
05.Price	213	178	25	416	218	83	70	45	416
06.Discounts	120	93	9	222	123	69	24	6	222
02.Brand Advertising	64	84	10	158	92	42	14	10	158
04.Variety	69	68	5	142	82	37	18	5	142
07.Shops location	31	24	6	61	37	18	5	1	61
11.Friends/Family advise	27	17	3	47	20	16	11	0	47

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08.Shops window exhibition	13	21	2	36	20	14	2	0	36
09.Sellers service	13	17	5	35	13	17	5	0	35
10.Payement ease	18	15	1	34	10	16	8	0	34
12.Social recognition	11	16	1	28	8	9	10	1	28
13.NONE (NOT READING) (97)	1	5	0	6	3	3	0	0	6

Table C10

Purchase factors for perfumes

From the following. What are the main factors that you consider at the moment of buying a brand of perfumes?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
03.Product quality	193	298	491	328	97	66	491
01.Brand	176	290	466	315	91	60	466
05.Price	149	240	389	265	75	49	389
06.Discounts	64	120	184	126	39	19	184
02.Brand Advertising	54	100	154	109	25	20	154
04.Variety	43	83	126	85	25	16	126
10.Payement ease	20	53	73	48	16	9	73
11.Friends/Family advise	19	24	43	32	8	3	43
09.Sellers service	14	24	38	30	5	3	38
07.Shops location	7	20	27	18	6	3	27
12.Social recognition	10	14	24	14	5	5	24
08.Shops window exhibition	11	11	22	18	4	0	22
13.NONE (NOT READING) (97)	3	0	3	1	2	0	3

From the following. What are the main factors that you consider at the moment of buying a brand of perfumes?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
03.Product quality	204	241	46	491	229	78	143	41	491
01.Brand	187	245	34	466	207	75	131	53	466
05.Price	213	162	14	389	199	67	86	37	389
06.Discounts	104	74	6	184	100	51	25	8	184
02.Brand Advertising	64	78	12	154	93	40	14	7	154
04.Variety	60	58	8	126	64	35	21	6	126
10.Payement ease	36	35	2	73	26	26	19	2	73

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11.Friends/Family advise	24	15	4	43	12	22	8	1	43
09.Sellers service	22	13	3	38	20	13	4	1	38
07.Shops location	11	13	3	27	13	12	2	0	27
12.Social recognition	9	13	2	24	11	5	7	1	24
08.Shops window exhibition	10	11	1	22	12	7	2	1	22
13.NONE (NOT READING) (97)	2	1	0	3	2	0	1	0	3

Table C11

Purchase factors for electronics/computers

From the following. What are the main factors that you consider at the moment of buying a brand of electronics/computers?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
01.Brand	203	264	467	327	99	41	467
03.Product quality	200	256	456	310	99	47	456
05.Price	149	210	359	251	75	33	359
02.Brand Advertising	55	101	156	112	25	19	156
06.Discounts	59	94	153	103	33	17	153
04.Variety	54	63	117	81	25	11	117
11.Friends/Family advise	24	47	71	53	13	5	71
10.Payement ease	35	33	68	52	10	6	68
09.Sellers service	19	34	53	41	11	1	53
12.Social recognition	16	30	46	34	8	4	46
08.Shops window exhibition	19	13	32	18	11	3	32
07.Shops location	13	17	30	24	4	2	30
13.NONE (NOT READING) (97)	2	2	4	4	0	0	4

From the following. What are the main factors that you consider at the moment of buying a brand of electronics/computers?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
01.Brand	202	235	30	467	224	71	122	50	467
03.Product quality	174	240	42	456	214	71	127	44	456
05.Price	195	146	18	359	180	70	66	43	359
02.Brand Advertising	68	75	13	156	95	30	23	8	156
06.Discounts	87	61	5	153	94	33	21	5	153
04.Variety	55	57	5	117	66	26	22	3	117

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11.Friends/Family advise	42	24	5	71	34	18	19	0	71
10.Payement ease	30	37	1	68	33	19	16	0	68
09.Sellers service	24	27	2	53	25	24	4	0	53
12.Social recognition	26	18	2	46	15	9	22	0	46
08.Shops window exhibition	10	18	4	32	21	10	1	0	32
07.Shops location	13	14	3	30	15	10	4	1	30
13.NONE (NOT READING) (97)	2	2	0	4	2	0	2	0	4

Table C12

Purchase factors for furniture/appliances

From the following. What are the main factors that you consider at the moment of buying a brand of furniture/appliances?	Gender		Total	Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
01.Brand	155	221	376	307	58	11	376
03.Product quality	147	229	376	311	56	9	376
05.Price	113	164	277	234	37	6	277
06.Discounts	46	74	120	101	19	0	120
02.Brand Advertising	49	70	119	99	17	3	119
04.Variety	37	64	101	87	11	3	101
10.Payement ease	26	57	83	76	7	0	83
09.Sellers service	13	21	34	32	2	0	34
11.Friends/Family advise	12	22	34	31	3	0	34
07.Shops location	9	24	33	27	6	0	33
12.Social recognition	12	20	32	28	4	0	32
08.Shops window exhibition	6	18	24	20	4	0	24
13.NONE (NOT READING) (97)	1	1	2	2	0	0	2

From the following. What are the main factors that you consider at the moment of buying a brand of furniture/appliances?	SES groups			Total	City				Total
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
01.Brand	149	194	33	376	172	61	95	48	376
03.Product quality	143	192	41	376	187	57	97	35	376
05.Price	135	120	22	277	139	51	50	37	277
06.Discounts	50	63	7	120	75	25	15	5	120
02.Brand Advertising	43	68	8	119	82	20	10	7	119
04.Variety	43	52	6	101	54	20	23	4	101

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10.Payement ease	51	27	5	83	20	26	36	1	83
09.Sellers service	11	20	3	34	14	15	4	1	34
11.Friends/Family advise	19	11	4	34	15	9	10	0	34
07.Shops location	10	19	4	33	23	5	4	1	33
12.Social recognition	16	15	1	32	11	9	12	0	32
08.Shops window exhibition	5	17	2	24	13	9	1	1	24
13.NONE (NOT READING) (97)	1	1	0	2	2	0	0	0	2

Table C13

Purchase factors for clothes

From the following. What are the main factors that you consider at the moment of buying a brand of clothes?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
03.Product quality	223	293	516	342	103	71	516
01.Brand	208	286	494	329	95	70	494
05.Price	146	219	365	241	69	55	365
06.Discounts	73	109	182	122	37	23	182
04.Variety	73	93	166	106	37	23	166
02.Brand Advertising	53	82	135	87	26	22	135
07.Shops location	36	39	75	57	16	2	75
10.Payement ease	27	34	61	43	10	8	61
08.Shops window exhibition	17	31	48	30	9	9	48
09.Sellers service	18	28	46	36	7	3	46
11.Friends/Family advise	12	22	34	23	8	3	34
12.Social recognition	15	19	34	21	8	5	34
13.NONE (NOT READING) (97)	1	1	2	1	1	0	2

From the following. What are the main factors that you consider at the moment of buying a brand of clothes?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
03.Product quality	204	264	48	516	242	84	142	48	516
01.Brand	198	265	31	494	246	67	126	55	494
05.Price	186	160	19	365	180	74	72	39	365
06.Discounts	92	84	6	182	94	54	28	6	182

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04.Variety	71	84	11	166	80	40	39	7	166
02.Brand Advertising	58	66	11	135	74	37	16	8	135
07.Shops location	30	35	10	75	33	21	20	1	75
10.Payement ease	25	28	8	61	20	27	13	1	61
08.Shops window exhibition	16	30	2	48	30	10	8	0	48
09.Sellers service	20	19	7	46	21	18	6	1	46
11.Friends/Family advise	12	17	5	34	22	11	1	0	34
12.Social recognition	17	15	2	34	11	9	12	2	34
13.NONE (NOT READING) (97)	0	2	0	2	1	1	0	0	2

Table C14

Purchase factors for cars/motorcycles

From the following. What are the main factors that you consider at the moment of buying a brand of car/motorcycle?	Gender			Age-groups			
	1.Male	2.Female	Total	Pre-Millennials	Millennials	Post-millennials	Total
03.Product quality	43	41	84	77	7	0	84
01.Brand	32	39	71	61	10	0	71
05.Price	30	27	57	52	5	0	57
02.Brand Advertising	14	11	25	22	3	0	25
06.Discounts	10	4	14	13	1	0	14
10.Payement ease	7	7	14	13	1	0	14
04.Variety	6	6	12	12	0	0	12
09.Sellers service	5	5	10	10	0	0	10
11.Friends/Family advise	3	2	5	4	1	0	5
07.Shops location	2	1	3	3	0	0	3
08.Shops window exhibition	1	2	3	3	0	0	3
12.Social recognition	0	3	3	3	0	0	3

From the following. What are the main factors that you consider at the moment of buying a brand of car/motorcycle?	SES groups				City				
	Low	Medium	High	Total	1.Bogotá	2.Cali	3.Medellín	4.Barranquilla	Total
03.Product quality	10	57	17	84	49	11	14	10	84
01.Brand	15	43	13	71	46	8	7	10	71

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05.Price	8	37	12	57	35	9	5	8	57
02.Brand Advertising	4	15	6	25	15	7	2	1	25
06.Discounts	1	11	2	14	9	4	1	0	14
10.Payement ease	1	12	1	14	6	4	4	0	14
04.Variety	1	9	2	12	7	5	0	0	12
09.Sellers service	2	8	0	10	5	3	1	1	10
11.Friends/Family advise	1	3	1	5	4	1	0	0	5
07.Shops location	0	3	0	3	3	0	0	0	3
08.Shops window exhibition	0	2	1	3	1	1	1	0	3
12.Social recognition	0	2	1	3	0	1	2	0	3

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Table C15

Frequency distribution for cities and SES

		SES_ groups			
		Low	Medium	High	Total
		Count	Count	Count	Count
City	1.Bogotá	152	227	19	398
	2.Cali	49	43	9	101
	3.Medellín	93	86	24	203
	4.Barranquilla	44	44	11	99
	Total	338	400	63	801

Table C16

Frequency distribution for gender

		Total Gender	
		Count	% Share
Gender	1.Male	343	42.8%
	2.Female	458	57.2%
	Total	801	100.0%

Table C17

Frequency distribution for age groups

		Age groups Total	
		Count	% Share
Age groups	1.Pre-Millennials	528	65.9%
	2.Millennials	161	20.1%
	3. Post-millennials	112	14.0%
	Total	801	100.0%

Table C18

Frequency distribution for SES

		SES Total	
		Count	% Share
What is the socioeconomic stratum that is marked in your public services bills?	SES 1	22	2.7%
	SES 2	316	39.5%
	SES 3	312	39.0%
	SES 4	88	11.0%
	SES 5	58	7.2%
	SES 6	5	.6%
	Total	801	100.0%

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Table C19

Frequency distribution for main activities

		Occupation Total	
		Count	% Share
What is your main activity?	1. Unemployed	117	14.6%
	2. Homemaker	106	13.2%
	3. Part-time employee	93	11.6%
	4. Full time employee	264	33.0%
	5. Independent worker	159	19.9%
	6. No answer (No rating)	16	2.0%
	7. Student	46	5.7%
	Total	801	100.0%

Table C20

Frequency distribution for cities

		City Total	
		Count	% Share
City	1.Bogotá	398	49.7%
	2.Cali	101	12.6%
	3.Medellín	203	25.3%
	4.Barranquilla	99	12.4%
	Total	801	100.0%

Table C21

Frequency distribution for educational achievement

		Education level Total	
		Count	% Share
Highest education level achieved	1. No formal schooling	1	0.1%
	2. Elementary school	44	5.5%
	3. High School Graduate	363	45.3%
	4.VoTech program	220	27.5%
	5.Bachelor degree	146	18.2%
	6. Master's degree (1 year)	17	2.1%
	7.Master's/Doctorate degree	3	0.4%
	8.No answer	7	0.9%
	Total	801	100.0%

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